

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 11, 1981

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	COWARD OF THE COUNTY(S)	31.1	25,350
2	CAGNEY AND LACEY(S)	26.3	21,430
3	DALLAS	25.9	21,110
4	THREE'S COMPANY	24.9	20,290
5	DUKES OF HAZZARD	24.3	19,800
6	JEFFERSONS	23.5	19,150
7	HART TO HART	23.4	19,070
8	HAPPY DAYS	23.2	18,910
9	NFL MONDAY NIGHT FOOTBALL	22.6	18,420
10	TRAPPER JOHN, M.D.	22.5	18,340
11	60 MINUTES	22.4	18,260
12	ALICE	22.3	18,170
12	ONE DAY AT A TIME#	22.3	18,170
14	M*A*S*H#	22.1	18,010
15	WKRP IN CINCINNATI#	21.8	17,770
16	MR. MERLIN#	21.7	17,690
17	LOVE BOAT	20.8	16,950

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	COWARD OF THE COUNTY(S)	21.8	46,970
2	DUKES OF HAZZARD	17.8	38,360
3	HAPPY DAYS	17.6	37,940
4	THREE'S COMPANY	16.8	36,250
5	DALLAS	16.7	36,040
6	CAGNEY AND LACEY(S)	16.1	34,640
7	WKRP IN CINCINNATI#	15.6	33,580
8	MR. MERLIN#	15.2	32,840
9	LOVE BOAT	15.2	32,790
10	JEFFERSONS	15.0	32,240
11	ONE DAY AT A TIME#	14.9	32,140
12	ALICE	14.8	31,980
13	60 MINUTES	14.4	31,100
14	SHIPS	14.4	30,950
15	HART TO HART	14.3	30,900
16	INCREDIBLE HULK	13.9	29,890
17	WALT DISNEY	13.8	29,800

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	COWARD OF THE COUNTY(S)	25.5	21,600
2	DALLAS	21.5	18,210
3	CAGNEY AND LACEY(S)	20.6	17,430
4	THREE'S COMPANY	19.5	16,510
5	JEFFERSONS	19.3	16,350
6	TRAPPER JOHN, M.D.	18.8	15,960
7	ONE DAY AT A TIME#	18.3	15,530
8	LOVE BOAT	18.2	15,460
9	ALICE	18.0	15,290
10	MIRACLE OF KATHY MILLER(S)	18.0	15,270
11	HART TO HART	17.9	15,130
12	HAPPY DAYS	17.4	14,750
13	DUKES OF HAZZARD	17.3	14,680
14	60 MINUTES	17.0	14,390
15	LITTLE HOUSE-PRAIRIE#	16.6	14,060
16	MR. MERLIN#	16.3	13,850
17	WKRP IN CINCINNATI#	16.2	13,750
18	M*A*S*H#	16.1	13,680

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	COWARD OF THE COUNTY(S)	23.3	17,730
2	NFL MONDAY NIGHT FOOTBALL	22.8	17,340
3	60 MINUTES	17.1	13,000
4	AMER. LGE DIV SERIES GM 7(S)	16.8	12,770
5	CAGNEY AND LACEY(S)	16.7	12,690
6	DATA NOT AVAILABLE		
7	DATA NOT AVAILABLE		
8	DALLAS	15.6	11,840
9	WKRP IN CINCINNATI#	15.2	11,600
10	JEFFERSONS	14.3	10,900
11	THAT'S INCREDIBLE	14.3	10,850
12	ONE DAY AT A TIME#	14.2	10,820
13	NBC MOVIE OF THE WEEK-SUN	13.7	10,410
14	ALICE	13.6	10,390
14	STUNTMEN(S)	13.6	10,390
16	TRAPPER JOHN, M.D.	13.6	10,360
17	GUINNESS BK-WORLD RECORDS(S)	13.5	10,260
18	THREE'S COMPANY	13.4	10,220
19	MR. MERLIN#	13.1	9,970
20	REAL PEOPLE	13.1	9,940

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 11, 1981

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	COWARD OF THE COUNTY(S)	27.5	14,610
2	THREE'S COMPANY	21.2	11,270
3	HAPPY DAYS	20.1	10,660
4	DALLAS	19.5	10,360
5	HART TO HART	19.3	10,260
6	MIRACLE OF KATHY MILLER(S)	18.6	9,880
7	CAGNEY AND LACEY(S)	18.0	9,580
8	WKRP IN CINCINNATI#	17.7	9,400
9	JEFFERSONS	17.5	9,280
10	LOVE BOAT	17.0	9,030
11	MR. MERLIN#	17.0	9,020
12	TRAPPER JOHN, M.D.	16.9	9,000
13	ONE DAY AT A TIME#	16.7	8,900
14	DUKES OF HAZZARD	16.1	8,570
15	ALICE	15.7	8,360
16	LAVERNE & SHIRLEY#	15.0	7,980
17	GREATEST AMERICAN HERO#	14.4	7,680
17	M*A*S*H#	14.4	7,680

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	27.0	6,990
2	CAGNEY AND LACEY(S)	24.0	6,200
3	MAGNUM, P.I.	23.7	6,130
4	DALLAS	23.6	6,110
5	TRAPPER JOHN, M.D.	23.1	5,980
6	JEFFERSONS	22.7	5,880
7	ALICE	22.7	5,870
8	ARCHIE BUNKER'S PLACE	22.6	5,850
9	ONE DAY AT A TIME#	21.5	5,550
10	LOVE BOAT	21.3	5,520
11	LITTLE HOUSE-PRAIRIE#	21.1	5,460
12	REAL PEOPLE	20.6	5,330
13	BARBARA MANDRELL#	19.5	5,040
13	COWARD OF THE COUNTY(S)	19.5	5,040
15	NURSE#	19.1	4,930
16	DUKES OF HAZZARD	18.6	4,800
17	M*A*S*H#	18.2	4,710

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	COWARD OF THE COUNTY(S)	24.3	12,400
2	NFL MONDAY NIGHT FOOTBALL	22.6	11,520
3	WKRP IN CINCINNATI#	17.1	8,710
4	DATA NOT AVAILABLE		
5	AMER. LGE DIV SERIES GM 7(S)	15.7	8,000
6	DATA NOT AVAILABLE		
7	NBC MOVIE OF THE WEEK-SUN	14.8	7,550
8	STUNTMEN(S)	14.6	7,430
9	DALLAS	14.5	7,400
10	MR. MERLIN#	14.4	7,330
11	CAGNEY AND LACEY(S)	14.0	7,160
12	HAPPY DAYS	13.9	7,110
13	HART TO HART	13.9	7,080
14	THAT'S INCREDIBLE	13.8	7,020
15	THREE'S COMPANY	13.7	6,990
16	CHIPS	13.1	6,660
16	60 MINUTES	13.1	6,660
18	ONE DAY AT A TIME#	12.9	6,560
19	CBS SAT. NIGHT MOVIE	12.3	6,270

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	27.5	5,460
2	NFL MONDAY NIGHT FOOTBALL	23.5	4,660
3	JEFFERSONS	21.3	4,230
4	ALICE	21.0	4,170
5	MAGNUM, P.I.	21.0	4,160
6	CAGNEY AND LACEY(S)	20.8	4,130
6	REAL PEOPLE	20.8	4,130
8	COWARD OF THE COUNTY(S)	20.3	4,030
9	ARCHIE BUNKER'S PLACE	20.3	4,020
10	ONE DAY AT A TIME#	19.2	3,800
11	NAT'L LEAGUE-PLAYOFF-TUE(S)	18.9	3,740
11	TRAPPER JOHN, M.D.	18.9	3,740
13	NAT'L LEAGUE-PLAYOFF-SAT(S)	18.7	3,710
14	DATA NOT AVAILABLE		
15	AMER. LGE DIV SERIES GM 3(S)	18.2	3,610
16	BARBARA MANDRELL#	17.9	3,540
16	HIGH NOON PART TWO(S)	17.9	3,540
18	DALLAS	17.8	3,530
19	AMER. LGE DIV SERIES GM 7(S)	17.7	3,510
20	AMER. LGE DIV SERIES GM 5(S)	17.6	3,490
20	DATA NOT AVAILABLE		
22	DUKES OF HAZZARD	17.1	3,390
23	AMER. LGE DIV SERIES GM 6(S)	15.9	3,160
24	DATA NOT AVAILABLE		

CONT'D

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING — TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 11, 1981

## NIELSEN AVERAGE AUDIENCE

**MEN 18-49**

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

**MEN 55+**

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

CONT'D

25	LOVE BOAT	15.7	3,120
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NOTES

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																															
FACTS OF LIFE																															
WED. 9.30P 30 NBC CS																															
FANTASY ISLAND																															
SAT. 10.00P 60 ABC A																															
10.00 - 10.30																															
10.30 - 11.00																															
GREATEST AMERICAN HERO																															
1 WED. 8.00P 60 ABC CS																															
8.00 - 8.30																															
8.30 - 9.00																															
GUINNESS BK-WORLD RECORDS(S)																															
1 SUN. 8.00P 60 ABC SC																															
8.00 - 8.30																															
8.30 - 9.00																															
HAPPY DAYS																															
1 TUE. 8.00P 30 ABC CS																															
2 TUE. 8.00P 60																															
8.00 - 8.30																															
8.30 - 9.00																															
HART TO HART																															
37 201 199																															
1 TUE. 9.30P 90 ABC PD																															
2 TUE. 10.00P 60																															
9.30 - 10.00																															
10.00 - 10.30																															
10.30 - 11.00																															
HERE'S BOOMER																															
2 SUN. 7.30P 30 NBC GD																															
185 98																															
HIGH NOON PART TWO(S)																															
1 TUE. 8.00P 120 CBS GD																															
8.00 - 8.30																															
8.30 - 9.00																															
9.00 - 9.30																															
9.30 - 10.00																															
HOUSE CALLS																															
1 MON. 9.30P 30 CBS CS																															
214 99																															
HOYT AXTON SHOW(S)																															
1 MON. 8.00P 60 NBC CS																															
8.00 - 8.30																															
8.30 - 9.00																															
INCREDIBLE HULK																															
FRI. 8.00P 60 CBS SF																															
8.00 - 8.30																															
8.30 - 9.00																															
IT'S A LIVING																															
1 FRI. 8.30P 30 ABC CS																															
3 197 98																															

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
															TOTAL	18-34	WOMEN 18-49			25-54	35-64	55+	TOTAL	18-34	MEN 18-49			25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
EVENING CONT'D																																								
JEFFERSONS															2	194	195	A	23.5	35	1915	1684	770	332	854	318	483	418	349	308	569	214	321	289	237	221	110	51^	151	106
1	SUN.	9.30P	30	CBS	CS		99	99	B	23.5	35	1915	1684	770	332	854	318	483	418	349	308	569	214	321	289	237	221	110	51	151	106									
2	SUN.	9.52P	30																																					
KNOTS LANDING															13	192		A	15.2	28	1239	1541	853	289	882	293	489	417	393	330	510	199	253	191	223	205	97^	74^	52^	38v
1	THU.	10.00P	60	CBS	GD			99	B	12.9	24	1051																												
		10.00 - 10.30							A	15.3	28	1247	1515	848	274	883	297	479	405	379	337	495	186^	244	183^	217	201	84^	64^	53^	39v									
		10.30 - 11.00							A	15.1	28	1231	1560	853	303	877	290	498	429	404	320	526	211	262	198	231	209	109^	83^	48v	35v									
LAVERNE & SHIRLEY															40	203		A	19.9	32	1622	1750	633	312	725	299	492	373	293	212	448	195	317	289	194	108^	210	121^	364	287
1	TUE.	8.30P	30	ABC	CS			98	B	18.8	31	1532																												
LITTLE HOUSE-PAIRIE															1	213		A	20.4	31	1663	1639	756	262	844	307	458	387	369	327	421	146	220	201	177	167	134^	63^	290	180
2	MON.	8.00P	60	NBC	GD			99	B	20.4	31	1663	1689	756	262	844	307	458	387	369	327	421	146	220	201	177	167	134	63	290	180									
		8.00 - 8.30							A	20.1	31	1638	1691	756	254	838	316	458	382	355	323	411	147	215	195	170	165	126^	60^	316	192									
		8.30 - 9.00							A	20.7	30	1687	1680	757	270	849	301	457	390	376	331	426	146	226	207	181	166	138^	64^	267	166									
LOU GRANT															39	194		A	15.6	27	1271	1426	692	391	819	378	531	424	321	208	500	235	336	294	214	137^	39v	16v	68^	15v
1	MON.	10.00P	60	CBS	GD			99	B	17.9	30	1459																												
		10.00 - 10.30							A	15.8	26	1288	1453	717	404	847	393	557	433	332	209	491	226	331	293	205	134^	40v	19v	75^	21v									
		10.30 - 11.00							A	15.3	27	1247	1399	668	379	793	368	505	416	307	207	509	244	343	291	222	141^	37v	12v	60^	8v									
LOVE BOAT															45	206	201	A	20.8	36	1695	1935	796	378	913	354	532	428	360	327	552	209	350	281	236	184	171	119	299	236
SAT.	8.00P	120	ABC	CS			99	99	B	20.9	37	1703																												
		8.00 - 8.30							A	17.0	30	1386	1922	777	353	909	354	498	385	332	355	550	195	333	269	238	202	152	112	311	240									
		8.30 - 9.00							A	19.5	33	1589	1923	801	388	927	375	533	416	348	338	543	202	337	263	225	193	150	106	303	242									
		9.00 - 9.30							A	23.1	39	1883	1941	794	387	904	347	543	441	371	310	546	216	359	282	231	171	191	127	300	229									
		9.30 - 10.00							A	23.5	40	1915	1948	807	382	914	345	551	460	382	308	561	216	368	302	244	175	185	125	288	231									
MAGNUM, P.I.															5	200	195	A	19.0	32	1549	1759	739	242	805	198	334	322	357	396	623	174	291	285	322	269	138	52^	193	124
THU.	8.00P	60	CBS	PD			99	99	B	15.2	27	1239																												
		8.00 - 8.30							A	18.1	31	1475	1777	745	237	811	201	340	320	361	400	637	175	288	275	332	285	138	50^	191	120									
		8.30 - 9.00							A	19.8	33	1614	1747	739	248	804	196	328	325	356	395	613	174	293	295	315	255	135	53^	195	127									
MANIONS OF AMERICA-PT 1(S)															201			A	18.5	31	1508	1551	862	330	888	310	508	520	422	300	564	217	333	317	277	181	45^	24v	54^	38v
1	WED.	9.00P	120	ABC	GD			99																																
		9.00 - 9.30							A	19.1	31	1557	1647	831	353	876	328	510	506	408	275	611	237	366	339	300	193	55^	32v	105^	64^									
		9.30 - 10.00							A	18.6	29	1516	1565	857	356	886	320	517	543	414	285	566	219	330	307	275	189	46^	22v	67^	46^									
		10.00 - 10.30							A	18.9	32	1540	1504	879	321	895	304	516	522	430	310	546	220	334	319	263	164	41^	20v	22v	22v									
		10.30 - 11.00							A	17.4	31	1418	1477	881	284	895	282	483	505	437	337	529	186	301	296	278	180	36v	21v	17v	17v									
MANIONS OF AMERICA-PT 2(S)															201			A	16.5	29	1345	1584	788	307	856	335	503	468	392	281	589	200	353	350	304	204	90^	77^	49^	41v
1	THU.	9.00P	120	ABC	GD			99																																
		9.00 - 9.30							A	16.2	27	1320	1614	787	302	847	321	484	444	376	297	583	186	333	318	291	231	107^	96^	77^	62^									
		9.30 - 10.00							A	16.2	27	1320	1595	778	293	825	306	464	452	379	290	598	194	352	353	308	209	101^	80^	71^	57^									
		10.00 - 10.30							A	16.5	30	1345	1549	773	314	850	337	503	466	402	276	592	206	363	367	312	190	81^	69^	26v	26v									
		10.30 - 11.00							A	16.9	31	1377	1591	825	327	916	380	565	509	417	272	588	208	366	365	309	187	68^	61^	19v	19v									
MANIONS OF AMERICA-PT 3(S)															201			A	15.0	26	1223	1558	813	304	903	327	505	462	439	310	497	150^	284	296	268	179^	65^	49v	93^	59^
1	FRI.	9.00P	120	ABC	GD			99																																
		9.00 - 9.30							A	14.7	25	1198	1705	839	321	930	328	524	479	462	318	525	133^	296	329	308	196^	104^	82^	146^	93^									
		9.30 - 10.00							A	15.0	25	1223	1604	800	301	905	325	502	449	445	312	512	145^	295	298	284	183^	80^	60^	107^	72^									
		10.00 - 10.30							A	15.4	28	1255	1469	803	307	890	327	496	458	428	307	478	160^	269	278	240	172^	40v	30v	61^	35v									
		10.30 - 11.00							A	14.8	27	1206	1459	814	285	887	330	496	466	420	302	476	164^	276	284	237	164^	34v	24v	62^	35v									



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
M*A*S*H						42	194		A	22.1	33	1801	1637	697	287	759	273	425	375	311	262	513	229	313	270	208	148	163	99A	202	134
1 MON. 9.00P 30 CBS CS							99		B	22.9	35	1866																			
MIRACLE OF KATHY MILLER(S)							196		A	19.8	30	1614	1825	874	312	947	325	613	542	478	274	560	257	385	347	243	107A	165	92A	153	105A
2 MON. 9.00P 120 CBS GD							99		A	17.4	26	1418	1927	925	348	981	324	636	578	518	275	516	216	316	337	233	117A	197	83A	233	158A
9.00 - 9.30									A	18.9	28	1540	1866	878	317	955	317	618	548	484	280	550	261	378	338	228	104A	171	105A	190	132A
9.30 - 10.00									A	20.5	30	1671	1791	850	303	933	327	609	530	462	267	577	267	412	360	255	98A	156	94A	125A	85A
10.00 - 10.30									A	22.2	35	1809	1760	859	293	935	326	601	528	465	276	593	280	423	355	253	109A	146	88A	86A	61A
10.30 - 11.00																															
MORK & MINDY						41	202	203	A	17.1	30	1394	1925	684	314	758	354	543	466	339	154	558	298	420	348	216	108	205	97	404	240
THU. 8.00P 30 ABC CS							98	99	B	15.8	28	1288																			
MR. MERLIN						1	192		A	21.7	35	1769	1856	722	260	783	343	510	459	321	211	564	291	414	328	206	130A	127A	45A	382	254
2 WED. 8.00P 30 CBS CS							99		B	21.7	35	1769	1856	722	260	783	343	510	459	321	211	564	291	414	328	206	130	127	45	382	254
NAT'L LEAGUE-PRE GAME-TUE(S)							210		A	11.1	19	905	1656	573	153A	626	166A	267	260A	290	310	659	232A	368	303	308	276	146A	50V	225A	190A
2 TUE. 8.00P 18 NBC SC							99																								
NAT'L LEAGUE-PLAYOFF-TUE(S)							210		A	13.8	21	1125	1588	457	169A	508	152A	254	251	251	213	875	288	491	426	424	333	118A	39V	87A	66A
2 TUE. 8.18P 162 NBC SE							99		A	11.2	18	913	1676	522	139A	576	152A	258A	242A	282	271	811	244A	405	372	424	357	107A	31V	182A	145A
8.30 - 9.00									A	13.0	20	1060	1625	454	176A	531	184A	294	280	242	199A	874	299	512	430	438	319	136A	41V	84A	84A
9.00 - 9.30									A	14.4	21	1174	1594	467	197A	523	172A	284	282	251	203	883	286	515	448	438	325	134A	53A	54A	23V
9.30 - 10.00																															
10.00 - 10.30									A	15.8	24	1288	1571	433	167A	471	136A	235	238	241	196	912	308	523	445	421	335	123A	37V	65A	50A
10.30 - 11.00									A	15.8	25	1288	1487	389	166A	436	131A	214	223	234	179A	913	306	507	456	418	332	100A	33V	38V	20V
NAT'L LEAGUE-PRE GAME-THU(S)						208			A	12.0	22	978	1437	482	186A	535	147A	246	232A	257	257	701	199A	323	329	342	316	65A	13V	136A	116A
2 THU. 8.00P 15 NBC SC							99																								
NAT'L LEAGUE-PLAYOFF-THU(S)						208			A	13.5	22	1100	1463	408	121A	449	122A	198A	190A	200A	222	842	260	465	464	421	317	45V	12V	127A	100A
2 THU. 8.15P 165 NBC SE							99		A	13.6	23	1108	1412	414	186A	467	146A	207A	185A	181A	234	822	230	422	457	447	322	43V	8V	80A	80A
8.30 - 9.00									A	14.0	22	1141	1500	428	134A	472	129A	208	195A	195A	238	839	218	452	464	462	333	29V	8V	160A	160A
9.00 - 9.30									A	13.4	21	1092	1432	399	86A	432	112A	183A	183A	184A	223	788	205A	417	434	415	331	45V	22V	167A	123A
9.30 - 10.00									A	13.7	21	1117	1522	406	87A	437	109A	198A	197A	212	213	909	326	542	516	405	311	52V	22V	124A	74A
10.00 - 10.30									A	13.8	22	1125	1455	374	102A	409	99A	182A	180A	224	190A	890	348	538	472	381	292	50V	11V	106A	65A
10.30 - 11.00																															
NAT'L LEAGUE-PRE GAME-SAT(S)						208			A	10.8	20	880	1432	449	125A	557	170A	256A	209A	213A	275	714	262A	344	335	257A	321	76A	21V	85A	34V
2 SAT. 8.00P 15 NBC SC							99																								
NAT'L LEAGUE-PLAYOFF-SAT(S)						208			A	12.7	22	1035	1655	499	174A	592	178A	304	296	257	238	859	303	467	422	336	358	107A	24V	97A	62A
2 SAT. 8.15P 140 NBC SE							99		A	10.9	19	888	1596	469	103A	555	140A	257A	227A	244A	271	843	332	449	399	300	356	87A	15V	111A	71A
8.30 - 9.00									A	12.6	21	1027	1660	521	186A	618	206A	326	312	239	244	871	295	480	464	352	356	98A	20V	73A	59A
9.00 - 9.30									A	13.7	22	1117	1732	548	229	653	198A	336	349	285	248	866	272	478	435	372	360	113A	28V	100A	71A
9.30 - 10.00									A	15.2	26	1239	1640	468	192	551	176A	303	304	257	190A	872	313	478	404	331	367	119A	25V	98A	49V
10.00 - 10.30																															
10.30 - 11.00																															
NBC FRIDAY NIGHT MOVIE						13	192	194	A	11.2	19	913	1635	643	220	707	216	434	432	367	209	653	213	385	371	325	218	158	36A	117A	80A
1 FRI. 9.00P 115 NBC FF							95	97	B	10.9	21	888																			
2 FRI. 9.00P 120									A	10.8	18	880	1581	681	247	744	211	425	435	412	246	652	212	358	335	320	245	124A	23V	61A	23V
9.00 - 9.30									A	10.8	18	880	1591	651	239	721	229	445	446	368	210	639	221	381	337	312	223	155	34V	76A	22V
9.30 - 10.00									A	11.6	20	945	1720	644	212	707	215	439	434	359	203	654	220	397	394	319	201	186	47A	173	139
10.00 - 10.30									A	11.8	20	962	1644	595	186	661	207	426	416	337	176	664	194	399	420	357	197	165	43A	154	128
10.30 - 11.00																															

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



FOR EXPLANATION OF SYMBOLS, SEE PAGE A

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																
													TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49			25-54	35-64	55+													
EVENING CONT'D																																								
REAL PEOPLE																		A 19.3	31	1573	1710	703	243	757	190	354	351	393	338	631	191	316	284	306	262	116	45^	206	147	
WED. 8.00P 60 NBC PV 97 99																		B 19.3	31	1573	1710	703	243	757	190	354	351	393	338	631	191	316	284	306	262	116	45^	206	147	
8.00 - 8.30																		A 18.0	30	1467	1711	695	248	751	188	356	349	396	330	639	190	310	279	313	272	120	43^	201	140	
8.30 - 9.00																		A 20.6	32	1679	1705	707	237	760	189	351	348	392	346	624	194	322	288	299	252	110	47^	211	153	
60 MINUTES																		A 22.4	38	1826	1703	731	240	787	201	334	334	368	381	712	210	365	347	328	300	87	36^	117	74	
1 SUN. 7.00P 60 CBS DN 99 99																		B 22.4	38	1826	1703	731	240	787	201	334	334	368	381	712	210	365	347	328	300	87	36^	117	74	
2 SUN. 7.22P 60																																								
7.00 - 7.30																		A 19.4	36	1581	1707	766	240	818	185	320	326	389	415	701	175	331	320	354	322	50^	12^	138^	58^	
7.30 - 8.00																		A 22.9	39	1866	1717	730	241	792	206	333	333	364	387	721	218	377	355	329	299	93	45^	111	75	
8.00 - 8.30																		A 25.6	40	2086	1680	721	239	770	220	365	351	363	347	692	220	366	364	301	271	101^	39^	117	94^	
SOPHISTICATED GENTS PT 2(S) 205																		A 11.2	19	913	1812	805	276	870	299	513	424	388	299	759	297	524	459	357	197^	127^	24^	56^	34^	
1 WED. 10.00P 60 NBC GD 99																																								
10.00 - 10.30																		A 11.7	20	954	1814	738	258	833	247^	459	408	399	307	786	307	552	472	372	196^	136^	26^	59^	38^	
10.30 - 11.00																		A 10.8	19	880	1776	867	289	899	355	567	439	370	284	717	279	485	438	335	197^	114^	20^	46^	28^	
SOPHISTICATED GENTS PT 3(S) 205																		A 12.2	22	994	1713	776	335	836	312	542	424	341	269	666	301	467	392	271	156^	119^	48^	92^	47^	
1 THU. 10.00P 60 NBC GD 99																																								
10.00 - 10.30																		A 12.2	22	994	1712	767	349	819	283	529	425	354	267	666	311	460	382	250	161^	115^	43^	112^	71^	
10.30 - 11.00																		A 12.1	22	986	1721	791	325	859	341	556	427	330	274	671	296	476	408	292	150^	121^	54^	70^	22^	
STOCKERS(S) 196																		A 7.3	14	595	1610	502	201^	583	148^	359^	365^	354^	144^	776	272^	375^	361^	289^	330^	173^	49^	78^	41^	
2 SAT. 10.35P 30 NBC CS 98																																								
STUNTMEN(S) 187																		A 16.5	25	1345	2039	658	319	700	274	433	353	297	253	773	377	553	492	327	171^	175	47^	391	224	
2 MON. 8.00P 60 CBS DO 99																																								
8.00 - 8.30																		A 16.5	25	1345	1987	643	301	682	261	412	335	298	263	773	375	540	477	314	185	167^	44^	365	192	
8.30 - 9.00																		A 16.4	24	1337	2098	672	338	717	287	453	369	298	245	772	380	564	510	335	155^	190	51^	419	255	
TAXI 1 198																		A 15.8	24	1288	1574	569	288	697	390	511	403	246	127^	600	367	441	393	171^	114^	119^	70^	158^	94^	
2 THU. 9.30P 30 ABC CS 99																		B 15.8	24	1288	1574	569	288	697	390	511	403	246	127	600	367	441	393	171	114	119	70	158	94	
THAT'S INCREDIBLE 3 194 197																		A 18.2	29	1483	1904	612	233	683	228	411	394	331	217	731	261	474	469	354	184	174	60^	316	198	
MON. 8.00P 60 ABC PV 98 99																		B 18.0	29	1467	1905	638	222	690	227	417	398	341	223	726	269	484	456	356	179	164	50	325	205	
8.00 - 8.30																		A 16.4	26	1337	1887	621	233	701	233	429	404	341	219	707	241	455	454	355	181	179	51^	300	188	
8.30 - 9.00																		A 20.0	31	1630	1907	610	232	670	229	399	385	319	214	745	276	486	479	349	184	164	63^	328	204	
THEATER/YOUNG AMERICANS 3 196																		A 9.1	16	742	2067	703	364	785	270^	518	461	374	213^	703	269^	444	430	361	147^	249^	156^	330	229^	
1 SUN. 7.00P 60 ABC GD 99																		B 10.9	20	888	2271	749	418	884	405	648	540	384	189	627	261	447	391	316	134	286	159	474	297	
7.00 - 7.30																		A 8.0	15	652	2063	724	365	796	256^	497	462	383	237^	737	273^	448	433	379	169^	219^	143^	311^	214^	
7.30 - 8.00																		A 10.2	17	831	2057	685	359	773	282^	531	461	364	193^	669	264^	441	421	343	128^	272^	165^	343	240^	
THREE'S COMPANY 42 204 201																		A 24.9	38	2029	1787	735	328	815	348	556	458	349	218	504	214	345	290	231	123	238	131	230	176	
1 TUE. 9.00P 30 ABC CS 99 99																		B 21.0	33	1712																				
2 TUE. 9.00P 60																																								
9.00 - 9.30																		A 23.9	37	1948	1758	698	321	775	339	525	431	322	213	480	204	325	272	218	122	240	131	263	200	
9.30 - 10.00																		A 26.9	40	2192	1837	797	343	885	364	610	507	398	226	543	233	378	320	248	126	240	131	169	135	
TRAPPER JOHN, M.D. 2 196 193																		A 22.5	38	1834	1606	805	293	871	335	492	395	330	326	566	212	323	301	228	204	112	45^	57^	41^	
1 SUN. 10.00P 60 CBS GD 99 99																		B 22.5	38	1834	1606	805	293	871	335	492	395	330	326	566	212	323	301	228	204	112	45	57	41	
2 SUN. 10.22P 60																																								
10.00 - 10.30																		A 20.7	33	1687	1525	847	323	894	317	471	370	360	352	476	136^	219	228	218	222	82^	40^	73^	53^	
10.30 - 11.00																		A 22.4	38	1826	1620	807	298	880	342	501	402	332	325	571	221	331	310	227	201	118	47^	51^	37^	
11.00 - 11.30																		A 24.9	47	2029	1620	751	246	816	319	475	397	300	302	625	254	389	336	237	197	124	41^	55^	38^	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (C,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																															
20/20																															
2	THU.	10.00P	60	ABC	DN		1	199	A	13.7	22	1117	1465	619	246	669	275	400	365	290	227	610	256	376	329	220	189	126	49	60	49
		10.00 - 10.30						99	B	13.7	22	1117	1465	619	246	669	275	400	365	290	227	610	256	376	329	220	189	126	49	60	49
		10.30 - 11.00							A	14.2	23	1157	1408	586	236	632	263	376	347	278	212	597	257	367	323	218	183	118	37	61	52
									A	13.2	22	1076	1515	655	257	707	289	424	382	303	242	624	258	387	335	219	193	128	60	56	46
TWO OF US																															
1	MON.	8.30P	30	CBS	CS		3	192	A	15.8	25	1288	1543	674	263	736	336	506	415	289	204	484	293	350	298	151	109	101	50	222	158
								99	B	15.1	24	1231	1738	679	304	768	308	481	423	340	229	542	220	365	353	266	137	173	91	255	182
UNIT 4(S)																															
1	TUE.	10.00P	60	CBS	A			191	A	13.0	22	1060	1553	688	319	715	243	432	416	355	218	709	239	394	339	386	276	78	14	51	43
		10.00 - 10.30						99	A	12.9	22	1051	1546	665	302	697	222	400	408	362	220	704	231	395	344	389	271	90	27	55	40
		10.30 - 11.00							A	13.0	23	1060	1563	712	337	734	263	466	427	352	213	719	248	398	336	388	282	64	LT	46	46
WALT DISNEY																															
	SAT.	8.00P	60	CBS	FV		3	194	A	16.4	28	1337	2229	655	215	742	301	495	432	341	198	640	248	433	448	325	156	181	56	666	378
		8.00 - 8.30						99	B	17.3	30	1410	2220	649	217	728	268	444	395	340	229	630	235	395	399	318	180	234	94	628	372
		8.30 - 9.00							A	15.9	28	1296	2212	656	215	750	303	500	433	340	204	626	244	412	429	312	163	168	56	668	364
									A	16.9	29	1377	2232	651	215	728	295	487	429	341	194	650	248	451	469	339	145	192	56	662	390
WKRP IN CINCINNATI																															
1	MON.	8.00P	30	CBS	CS		15	195	A	16.9	28	1377	1590	597	221	664	267	429	367	272	213	526	262	361	328	213	127	173	77	227	176
								99	B	14.2	27	1157																			
WKRP IN CINCINNATI																															
2	WED.	8.30P	30	CBS	CS		1	195	A	21.8	34	1777	1890	718	292	775	356	529	440	321	187	654	348	491	410	243	125	129	57	332	219
								99	B	21.8	34	1777	1890	718	292	775	356	529	440	321	187	654	348	491	410	243	125	129	57	332	219
•LATE FRINGE																															
ABC NEWS:NIGHTLINE-MON																															
	MON.	12.43A	30	ABC	N		2	188	A	4.0	21	326	1126	332	119	387	178	276	279	168	77	706	294	518	381	335	175	33	LT	LT	LT
								97	B	4.0	21	326	1126	332	119	387	178	276	279	163	77	706	294	518	381	335	175	33	LT	LT	LT
ABC NEWS:NIGHTLINE-T-F																															
1	TU-F	11.30P	30	ABC	N		8	185	A	7.1	21	579	1470	597	223	652	201	335	313	331	257	701	253	393	396	348	217	104	23	13	8
								96	B	7.1	21	579	1470	597	223	652	201	335	313	331	257	701	253	393	396	348	217	104	23	13	8
2	TU&TH	11.30P	30																												
2	WED.	11.45P	15																												
2	FRI.	11.33P	30																												
ABC NEWS:NIGHTLINE-TUE(B)																															
2	TUE.	12.00M	43	ABC	N			185	A	7.4	31	603	1471	698	190	701	240	465	350	325	190	713	365	423	381	264	163	LT	LT	57	14
		12.00 - 12.30						96	A	8.0	31	652	1551	788	228	788	300	520	373	340	221	722	376	432	387	267	173	LT	LT	41	17
ABC NEWS:NIGHTLINE-WED(B)																															
2	WED.	12.00M	15	ABC	N			183	A	5.3	19	432	1130	421	83	421	28	273	295	298	126	663	225	355	364	292	222	46	46	LT	LT
								97																							
ABC WEEKEND REPORT-SAT.																															
1	SAT.	11.00P	15	ABC	N		2	167	A	5.7	13	465	1497	653	230	729	310	450	394	289	221	639	214	427	402	322	159	77	27	52	32
								91	B	5.7	13	465	1497	653	230	729	310	450	394	289	221	639	214	427	402	322	159	77	27	52	32
2	SAT.	11.00P	30																												
ABC WEEKEND REPORT-SUN.																															
1	SUN.	11.00P	15	ABC	N		2	169	A	4.5	9	367	1360	585	319	634	218	362	359	313	193	726	314	502	486	316	189	LT	LT	LT	LT
								91	B	4.5	9	367	1360	585	319	634	218	362	359	313	193	726	314	502	486	316	189	LT	LT	LT	LT
2	SUN.	11.08P	15																												
CBS NEWS SPEC.RPT.11.30P(S)																															
1	WED.	11.30P	37	CBS	N			172	A	5.4	17	440	1309	503	345	629	189	345	295	293	241	602	376	432	322	81	164	LT	LT	78	78
		11.30 - 12.00						93	A	5.6	17	456	1336	500	364	651	202	357	306	295	247	593	380	434	315	68	159	LT	LT	92	92
CBS NEWS SPEC. RPT.11.30P(S)																															
2	MON.	11.30P	35	CBS	N			168	A	5.8	15	473	1144	636	63	706	222	347	356	338	264	408	108	267	182	21	141	30	LT	LT	LT
		11.30 - 12.00						92	A	5.9	15	481	1193	663	69	735	225	362	367	356	280	424	106	277	190	235	147	34	LT	LT	LT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2		AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
															TOTAL	18-34	WOMEN 18-34			MEN 18-34			TOTAL FEM.			TOTAL M.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY		AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKDAY DAYTIME CONT'D																																	
ALICE-M-F						9	156	160		A	4.7	25	383	1133	537	138^	599	320	396	296	198	177	255	123^	164	97^	120^	75^	80^	27^	199	91^	
1 M-F		10.30A	30	CBS	CS		88	88		B	4.7	25	383	1133	537	138	599	320	396	296	198	177	255	123	164	97	120	75	80	27	199	91	
2 M-THF		10.30A	30																														
ALL MY CHILDREN						9	200	191		A	9.2	34	750	1205	770	223	881	452	629	447	286	223	214	113	161	122	81	40^	38^	26^	72^	27^	
1 M-F		1.00P	60	ABC	DD		99	97		B	9.2	34	750	1205	770	223	881	452	629	447	286	223	214	113	161	122	81	40	38	26	72	27	
2 M-THF		1.00P	60																														
1.00 - 1.30										A	8.7	33	709	1189	766	230	883	443	619	445	295	228	207	104	149	116	76^	44^	34^	21^	65^	22^	
1.30 - 2.00										A	9.7	36	791	1198	770	218	875	459	635	445	279	217	210	118	166	123	81	33^	37^	28^	76	29^	
AMER. LGE DIV SERIES GM 1(S)							198			A	8.7	24	709	1237	457	117^	468	145^	198^	219^	196^	235^	559	185^	306^	284^	251^	223^	100^	LT	110^	55^	
2 TUE.		3.00P	180	ABC	SE		99																										
3.00 - 3.30										A	7.8	25	636	1121	526	68^	526	236^	236^	224^	130^	262^	475	198^	274^	145^	160^	201^	76^	LT	44^	30^	
3.30 - 4.00										A	8.0	25	652	1153	482	96^	503	201^	201^	224^	155^	259^	512	198^	273^	210^	197^	215^	95^	LT	43^	LT	
4.00 - 4.30										A	8.6	25	701	1228	508	177^	525	131^	187^	228^	286^	281^	456	134^	222^	248^	215^	208^	147^	LT	100^	49^	
4.30 - 5.00										A	8.9	23	725	1370	429	133^	435	107^	172^	201^	217^	234^	559	165^	281^	300^	273^	211^	150^	LT	226^	153^	
5.00 - 5.30										A	9.2	23	750	1296	421	120^	435	116^	205^	205^	190^	218^	644	199^	370	368	320	240^	57^	LT	160^	92^	
5.30 - 6.00										A	9.8	22	799	1195	387	110^	394	97^	191^	225^	182^	169^	661	208^	386	383	307	250^	68^	LT	72^	LT	
AMER. LGE DIV SERIES GM 2(S)							197			A	8.8	21	717	1389	553	162^	577	193^	341	319^	309^	199^	628	225^	406	335	317^	200^	68^	14^	116^	72^	
2 WED.		4.00P	183	ABC	SE		99																										
4.00 - 4.30										A	5.7	17	465	1310	752	218^	814	411^	563	390^	327^	197^	324^	85^	241^	156^	239^	83^	62^	62^	110^	75^	
4.30 - 5.00										A	5.9	17	481	1370	630	146^	665	269^	409^	336^	346^	219^	539	191^	422^	296^	316^	117^	27^	27^	139^	139^	
5.00 - 5.30										A	8.7	23	709	1488	517	103^	517	152^	265^	291^	296^	212^	643	243^	414	343	296^	204^	105^	12^	223^	144^	
5.30 - 6.00										A	10.0	24	815	1379	487	125^	509	123^	276^	308	320	178^	636	230^	390	319	319	225^	112^	LT	122^	51^	
6.00 - 6.30										A	10.6	22	864	1378	528	183^	546	172^	335	317	286	193^	727	242^	459	414	363	248^	61^	6^	44^	20^	
6.30 - 7.00										A	11.5	22	937	1366	523	188^	541	158^	309	302	297	203^	715	273	437	375	330	240^	29^	LT	81^	45^	
AMER. LGE DIV SERIES GM 4(S)							199			A	10.6	31	864	1269	466	92^	481	130^	272^	274	249^	191^	678	222^	344	340	299	279	42^	14^	68^	40^	
2 THU.		3.00P	180	ABC	SE		99																										
3.00 - 3.30										A	9.4	32	766	1110	448	131^	475	133^	244^	262^	255^	213^	520	188^	272^	271^	234^	202^	68^	58^	47^	24^	
3.30 - 4.00										A	9.7	32	791	1163	492	98^	506	152^	284^	306	239^	200^	601	229^	288^	279^	228^	270^	33^	33^	23^	LT	
4.00 - 4.30										A	10.2	33	831	1394	495	91^	495	116^	274^	286	275^	209^	751	205^	355	364	372	330	48^	LT	100^	85^	
4.30 - 5.00										A	10.4	31	848	1394	505	101^	520	137^	310	290	294	200^	718	226^	380	347	335	297	39^	LT	117^	90^	
5.00 - 5.30										A	12.2	33	994	1289	438	56^	454	136^	267	252	215^	165^	740	279	396	362	282	290	31^	LT	64^	42^	
5.30 - 6.00										A	11.5	28	937	1256	421	91^	440	101^	248^	258	224^	164^	713	199^	359	398	332	280	42^	6^	61^	LT	
ANOTHER WORLD-FRI(B)							167			A	3.6	13	293	1147	754^	122^	884	324^	440^	420^	362^	403^	188^	34^	58^	58^	92^	130^	LT	LT	75^	75^	
2 FRI.		2.00P	60	NBC	DD		79																										
2.00 - 2.30										A	3.5	13	285	1193	785^	116^	908	333^	442^	436^	373^	430^	197^	49^	64^	64^	95^	133^	LT	LT	88^	88^	
2.30 - 3.00										A	3.6	13	293	1109	726^	120^	870	321^	440^	410^	352^	382^	174^	21^	51^	51^	35^	123^	LT	LT	65^	65^	
ANOTHER WORLD						7	203	205		A	4.5	17	367	1234	836	147^	874	305	438	391	354	404	261	49^	87^	77^	109^	162	30^	14^	69^	14^	
1 M-W		2.00P	60	NBC	DD		99	99		B	4.5	17	367	1234	836	147	874	305	438	391	354	404	261	49	87	77	109	162	30	14	69	14	
1 THU.		2.38P	22																														
1 FRI.		2.27P	33																														
2 M & TH		2.00P	60																														
2.00 - 2.30										A	4.6	17	375	1203	829	144^	864	298	421	374	345	413	245	44^	84^	72^	107^	155^	33^	16^			
2.30 - 3.00										A	4.5	16	367	1229	824	141^	869	302	441	397	357	396	262	50^	85^	81^	109^	161	27^	14^	71^	17^	
AS THE WORLD TURNS						9	198	197		A	6.5	24	530	1242	780	172	884	181	326	331	408	481	306	61^	81^	87^	131	186	29^	24^	23^	LT	
1 M-W		1.30P	60	CBS	DD		99	99		B	6.5	24	530	1242	780	172	884	181	326	331	408	481	306	61	81	87	131	186	29	24	23	LT	
1 THU.		1.30P	52																														
1 FRI.		1.30P	46																														
CONT'D																																	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+									
WEEKDAY DAYTIME CONT'D																																	
AS THE WORLD TURNS-CONT'D																																	
2 M-WTHF 1.30P 60																																	
1.30 - 2.00																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
BLOCKBUSTERS																																	
1 M-F 10.30A 30 NBC QG 9 148 146																																	
2 M-WTHF 10.30A 30																																	
1.30 - 2.00																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
CARD SHARKS-THU(B)																																	
1 THU. 12.00N 30 NBC QG 112 53																																	
CARD SHARKS-FRI(B)																																	
1 FRI. 12.00N 30 NBC QG 114 55																																	
CARD SHARKS																																	
1 M-W 12.00N 30 NBC QG 7 136 129																																	
2 M-WTHF 12.00N 30																																	
DAYS OF OUR LIVES																																	
1 M-F 1.00P 60 NBC DD 8 208 199																																	
2 MTHF 1.00P 60																																	
1.00 - 1.30																																	
1.30 - 2.00																																	
DOCTORS																																	
1 M-F 12.30P 30 NBC DD 9 176 166																																	
2 M-WTHF 12.30P 30																																	
EDGE OF NIGHT																																	
1 M-W 4.00P 30 ABC DD 6 156 152																																	
2 M & F 4.00P 30																																	
FAMILY FEUD																																	
1 M-F 12.00N 30 ABC QP 9 166 162																																	
2 MTHF 12.00N 30																																	
2 WED. 12.16P 14																																	
GENERAL HOSPITAL																																	
1 M-W 3.00P 60 ABC DD 8 199 190																																	
1 THU. 3.30P 60																																	
2 M-W 3.00P 60																																	
3.00 - 3.30																																	
3.30 - 4.00																																	
4.00 - 4.30																																	
GOOD MORN,AMER.TUE-730(B)																																	
2 TUE. 7.30A 30 ABC N 76 52																																	
GOOD MORNING, AMERICA-730																																	
1 M-F 7.30A 30 ABC N 9 203 202																																	
2 M-WTHF 7.30A 30																																	
GOOD MORNING, AMERICA-830																																	
CONT'D																																	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1981 REPORT

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	WORK-ING	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					MEN					TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
WEEKDAY DAYTIME CONT'D																													
GOOD MORNING, AMER-CONT'D																													
1	M-F	8.30A	30	ABC N	98	98	B	5.0	27	408	1184	825	147	825	218	397	389	385	365	307	64	146	144	163	147	LT	LT	47	LT
2	MTWTF	8.30A	30																										
GOOD MORN,AMER.TUE-830(B)																													
2	TUE.	8.30A	30	ABC N		164	A	4.8	27	391	1269	908	169	941	261	520	529	465	366	231	16	70	95	79	136	LT	LT	97	LT
GOOD MORNING, AMERICA-930(S)																													
2	TUE.	9.30A	30	ABC N		172	A	4.3	23	350	1183	814	77	814	249	437	440	380	331	320	91	154	95	115	134	LT	LT	49	LT
GUIDING LIGHT																													
M-F	3.00P	60	CBS DD	10	193	191	A	7.5	25	611	1362	801	186	945	276	431	409	417	417	271	71	106	98	118	138	77	54	69	39
	3.00 - 3.30				99	98	B	7.5	25	611	1362	801	186	945	276	431	409	417	417	271	71	106	98	118	138	77	54	69	39
	3.30 - 4.00						A	7.4	25	603	1337	790	180	925	272	417	394	397	418	277	68	99	97	119	149	69	47	66	36
							A	7.7	25	628	1342	795	185	940	275	434	412	422	404	256	70	105	93	113	127	79	56	67	41
LAS VEGAS GAMBIT																													
1	M-F	10.00A	30	NBC QG	10	125	A	2.4	13	196	1357	851	61	938	326	433	322	348	464	348	107	139	117	108	200	LT	LT	71	LT
2	MTWTF	10.00A	30		76	76	B	2.4	13	196	1357	851	61	938	326	433	322	348	464	348	107	139	117	108	200	LT	LT	71	LT
2	TUE.	10.11A	19																										
LOVE BOAT DAYTIME																													
1	M-F	11.00A	60	ABC CS	9	185	A	5.5	28	448	1299	719	236	759	415	587	435	259	147	210	108	165	135	91	37	82	60	248	58
2	MTWTF	11.00A	60		93	93	B	5.5	28	448	1299	719	236	759	415	587	435	259	147	210	108	165	135	91	37	82	60	248	58
2	WED.	11.00A	33																										
11.00 - 11.30																													
11.30 - 12.00																													
MORNING-KURALT&SAWYER																													
1	M-F	7.30A	90	CBS N	10	179	A	2.2	12	179	1408	615	145	632	152	269	314	318	290	463	89	200	223	246	218	50	LT	263	101
2	MTWTF	7.30A	90		98	94	B	2.2	12	179	1408	615	145	632	152	269	314	318	290	463	89	200	223	246	218	50	LT	263	101
2	WED.	7.00A	120																										
	7.00 - 7.30						A	1.5	10	122	1689	337	LT	337	122	122	122	215	215	606	319	417	417	98	189	98	LT	648	410
	7.30 - 8.00						A	2.2	13	179	1542	586	134	620	145	262	290	292	296	458	61	157	195	252	246	67	LT	397	178
	8.00 - 8.30						A	2.3	13	187	1476	669	176	679	155	277	353	358	310	535	107	240	277	304	236	48	LT	214	54
	8.30 - 9.00						A	2.3	12	187	1225	539	107	599	145	262	311	310	256	428	102	215	213	214	177	37	LT	161	53
NAT'L LEAGUE PLAYOFF-WED(S)																													
2	WED.	1.00P	231	NBC SE		207	A	6.6	22	538	1260	440	96	490	106	179	216	263	270	653	179	301	279	287	339	60	LT	57	46
	1.00 - 1.30						A	4.6	18	375	1331	569	83	626	144	203	283	306	335	570	149	242	216	237	304	92	LT	43	LT
	1.30 - 2.00						A	5.2	20	424	1196	382	26	431	111	139	176	200	255	550	154	225	201	207	311	177	LT	38	LT
	2.00 - 2.30						A	5.4	19	440	1139	378	50	423	95	111	145	198	278	632	165	277	272	278	337	73	LT	11	11
	2.30 - 3.00						A	6.3	21	513	1181	361	68	424	103	127	136	209	266	651	151	283	264	291	353	77	LT	29	29
	3.00 - 3.30						A	7.0	22	571	1196	396	88	438	88	154	189	245	249	694	177	303	298	311	372	35	LT	29	29
	3.30 - 4.00						A	7.8	23	636	1316	425	102	472	103	187	223	267	249	760	269	427	393	348	333	LT	LT	84	84
	4.00 - 4.30						A	8.5	26	693	1323	470	152	532	90	220	264	318	268	654	179	310	272	297	333	52	LT	85	60
	4.30 - 5.00						A	9.0	25	734	1302	529	171	571	138	262	289	323	267	617	144	269	255	285	335	8	8	106	106
NAT'L LEAGUE-PLAYOFF-FRI(S)																													
2	FRI.	4.00P	180	NBC SE		207	A	10.0	26	815	1304	415	99	459	112	178	174	220	260	705	227	351	315	324	320	64	19	76	69
	4.00 - 4.30						A	6.9	22	562	1180	398	71	485	113	169	177	183	297	548	183	231	207	223	289	42	18	105	71
	4.30 - 5.00						A	8.6	25	701	1324	425	100	510	95	170	193	247	317	653	191	312	293	321	307	40	19	121	97
	5.00 - 5.30						A	9.9	29	807	1297	385	67	427	84	136	148	209	270	699	188	319	297	336	341	92	16	79	79
	5.30 - 6.00						A	11.1	29	905	1314	385	78	405	96	166	170	210	222	763	244	387	350	339	348	69	15	77	77
	6.00 - 6.30						A	12.1	27	986	1315	419	124	435	122	196	174	235	222	778	259	427	391	374	315	59	18	43	43
	6.30 - 7.00						A	11.6	24	945	1321	464	140	502	156	219	181	219	257	698	261	362	302	297	303	63	22	58	58

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
WEEKDAY DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1981 REPORT

PROGRAM NAME										NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
										WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. THIS SEASON	TOTAL PERSONS OF (2+)								LADY WORK-ING HOUSE WOM.					WOMEN					TEENS (12-17)					CHILDREN (2-11)						
							TOTAL	18-34	18-49						25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKDAY DAYTIME CONT'D																																				
TODAY SHOW-7:30AM										9	210	211	A	4.3	25	350	1243	606	191	626	114^	223	214	309	352	519	115^	169	165^	217	330	13^	LT	85^	57^	
1 M-F 7.30A 30 NBC N										99	99	B	4.3	25	350	1243	606	191	626	114	223	214	309	352	519	115	169	165	217	330	13	LT	85	57		
2 M-WTHF 7.30A 30																																				
TODAY SHOW-8:30AM-TUE(B)											171	A	4.5	23	367	1166	741	136^	779	117^	191^	232^	349^	509^	378^	13^	90^	96^	153^	282^	LT	LT	LT	LT		
2 TUE. 8.30A 30 NBC N											82	B																								
TODAY SHOW-8:30AM										9	210	211	A	5.0	27	408	1145	701	95^	725	129^	225	232	299	454	400	66^	89^	89^	142^	297	LT	LT	17^	LT	
1 M-F 8.30A 30 NBC N										99	99	B	5.0	27	408	1145	701	95	725	129	225	232	299	454	400	66	89	89	142	297	LT	LT	17	LT		
2 M-WTHF 8.30A 30																																				
UP TO THE MINUTE-TUE(B)											115	A	2.7	8	220	1286	700^	341^	872^	336^	535^	558^	404^	277^	219^	LT	LT	54^	78^	165^	LT	LT	195^	69^		
2 TUE. 4.00P 30 CBS DN											55	B																								
UP TO THE MINUTE										9	138	143	A	2.7	9	220	1291	786	159^	831	189^	299	377	342	436	290	45^	81^	91^	110^	194^	28^	LT	142^	68^	
1 M-F 4.00P 30 CBS DN										69	72	B	2.7	9	220	1291	786	159	831	189	299	377	342	436	290	45	81	91	110	194	28	LT	142	68		
2 M-WTHF 4.00P 30																																				
WAKE UP										9	167	160	A	1.0	8	82	1537	414^	207^	500^	317^	354^	269^	109^	134^	281^	98^	123^	158^	122^	123^	146^	LT	610^	207^	
1 M-F 7.00A 30 CBS C										92	89	B	1.0	8	82	1537	414	207	500	317	354	269	109	134	281	98	123	158	122	123	146	LT	610	207		
2 M-TUTHF 7.00A 30																																				
WHEEL OF FORTUNE										9	193	185	A	4.3	22	350	1254	808	120^	859	191	365	385	426	400	318	97^	121^	140^	129^	138^	LT	LT	68^	28^	
1 M-F 11.00A 30 NBC QG										96	92	B	4.3	22	350	1254	808	120	859	191	365	385	426	400	318	97	121	140	129	138	LT	LT	68	28		
2 M-WTHF 11.00A 30																																				
YOUNG AND THE RESTLESS																																				
1 M-F 12.30P 60 CBS DD										9	193	192	A	6.3	26	513	1168	763	180	866	284	450	410	381	336	238	63^	92^	78^	87^	125	25^	12^	39^	LT	
2 M-WTHF 12.30P 60										99	99	B	6.3	26	513	1168	763	180	866	284	450	410	381	336	238	63	92	78	87	125	25	12	39	LT		
12.30 - 1.00												A	6.1	26	497	1187	783	163	878	300	455	414	373	341	252	73^	99^	72^	89^	137	15^	LT	42^	LT		
1.00 - 1.30												A	6.4	26	522	1146	753	188	861	269	447	410	390	336	218	48^	78^	81^	86^	112	32^	15^	35^	LT		
WEEKEND DAYTIME																																				
ABC SUNDAY AFTERNOON BSBL										7	184	A	3.3	8	269	1405	579^	152^	620^	48^	168^	175^	167^	445^	669^	120^	368^	330^	379^	301^	LT	LT	116^	67^		
1 SUN. 2.00P 154 ABC SE											97	B	4.0	11	326																					
2.00 - 2.30												A	3.1	8	253	1506	621^	158^	636^	71^	125^	125^	130^	511^	696^	56^	348^	348^	474^	348^	LT	LT	174^	99^		
2.30 - 3.00												A	3.1	8	253	1431	600^	114^	616^	19^	149^	174^	246^	442^	712^	28^	376^	376^	503^	336^	LT	LT	103^	67^		
3.00 - 3.30												A	3.1	8	253	1447	569^	119^	592^	LT	163^	163^	186^	429^	712^	123^	443^	391^	452^	269^	LT	LT	143^	72^		
3.30 - 4.00												A	3.2	8	261	1276	483^	115^	533^	23^	123^	123^	142^	410^	608^	122^	325^	268^	337^	283^	LT	LT	135^	85^		
4.00 - 4.30												A	4.0	9	326	1331	577^	233^	669^	95^	229^	229^	134^	440^	625^	235^	358^	292^	197^	267^	LT	LT	37^	18^		
AMER. LGE DIV SERIES GM 6(S)										199	A	14.1	35	1149	1638	583	175^	624	199^	345	334	227	249	796	273	465	465	376	275	94^	32^	124^	58^			
2 SAT. 4.00P 180 ABC SE											99	B																								
4.00 - 4.30												A	11.0	32	897	1521	590	167^	658	231^	340	344	204^	284	757	324	467	409	281	251^	59^	16^	47^	LT		
4.30 - 5.00												A	12.9	35	1051	1558	590	173^	645	232	364	374	226	243	776	299	469	457	335	260	91^	32^	46^	LT		
5.00 - 5.30												A	13.6	35	1108	1664	594	168^	604	193^	328	335	214	243	832	265	504	532	411	260	117^	54^	111^	24^		
5.30 - 6.00												A	15.3	38	1247	1658	565	153^	581	163^	312	302	209	247	837	246	474	499	424	300	124^	40^	116^	51^		
6.00 - 6.30												A	15.9	36	1296	1792	604	170^	645	211	374	330	235	247	847	326	501	449	392	287	96^	33^	204	127^		
6.30 - 7.00												A	15.7	33	1280	1596	567	211	622	188	354	330	256	236	724	207	387	440	382	284	62^	7^	188	114^		
ANIMALS, ANIMALS, ANIMALS										44	102	82	A	1.9	8	155	1161	168^	52^	168^	135^	135^	109^	LT	33^	213^	84^	162^	162^	78^	51^	148^	LT	632^	368^	
SUN. 11.30A 30 ABC CL										73	61	B	2.4	10	196																					
ASK NBC NEWS-8:28AM										4	174	169	A	3.3	24	269	1903	163^	38^	163^	LT	55^	66^	66^	97^	354^	210^	272^	190^	110^	82^	471	138^	915	650	
SAT. 8.28A 2 NBC CN										93	94	B	3.1	23	253	1514	161	19	162	LT	59	97	91	65	213	109	161	126	86	43	273	72	866	613		

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																		
WK # DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)	TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)					CHILDREN (2-11)					
																				TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
WEEKEND DAYTIME CONT'D																																			
ASK NBC NEWS-09:28AM		4		197		198		A		6.5 29		530	1589		171^ 49v		207^ 77^ 118^ 60^ 60^ 80^		224^ 111^ 153^ 88^ 86^ 71^					197^ 86^					961 670						
SAT. 9.28A		2		NBC		CN		98 98		B		6.3 29		513	1529		140 62		159 66 107 74 58 41					169 84 119 78 72 36					221 94 980 668						
ASK NBC NEWS-10:28AM		4		196		197		A		5.2 21		424	1934		282^ 157^		294 135^ 218^ 174^ 112^ 60v		333 215^ 269^ 158^ 79^ 64v					180^ 51v					1127 696						
SAT. 10.28A		2		NBC		CN		98 98		B		4.9 21		399	1840		294 121		302 149 204 118 70 90					344 226 261 141 61 70					162 50 1032 660						
ASK NBC NEWS-11:28AM		4		190		174		A		5.1 21		416	1870		288^ 228^		336 177^ 290 228^ 135^ 37v		374 267^ 327 222^ 86^ 47v					235^ 111^					925 521						
SAT. 11.28A		2		NBC		CN		95 83		B		4.7 20		383	1777		257 155		285 139 213 165 98 61					358 279 318 154 54 40					186 98 948 520						
ASK NBC NEWS 12:28PM		4		155		153		A		4.1 15		334	1464		269^ 143^		332^ 146^ 245^ 174^ 157^ 75v		354^ 255^ 326^ 187^ 99^ 28v					197^ 102^					581 317^						
SAT. 12.28P		2		NBC		CN		76 74		B		4.1 16		334	1037		214 114		246 87 165 128 107 75					203 127 180 112 67 23					151 80 437 232						
BLACKSTAR		4		184		181		A		6.6 27		538	1435		296 157^		342 230 300 185^ 112^ 20v		225 178^ 202^ 140^ 47v 23v					152^ 95^					716 358						
SAT. 11.00A		30		CBS		CA		96 96		B		7.1 29		579	1531		319 129		364 239 315 200 106 35					309 220 263 165 75 40					125 54 733 398						
BUGS BUNNY/ROAD RUNNER 1		4		198		196		A		5.1 23		416	1601		261^ 68v		292 187^ 282^ 149^ 105^ LT		266^ 162^ 216^ 117^ 104^ 50v					272^ 50v					771 246^						
SAT. 9.00A		30		CBS		CA		99 99		B		4.8 22		391	1686		282 92		342 221 298 162 116 30					323 202 261 138 106 62					222 41 799 369						
BUGS BUNNY/ROAD RUNNER 2		4		198		196		A		7.0 29		571	1792		258 71^		281 163^ 263 161^ 118^ 11v		345 189^ 262 152^ 145^ 83^					391 103^					775 342						
SAT. 9.30A		30		CBS		CA		99 99		B		6.9 29		562	1713		299 94		339 194 279 171 135 39					348 193 264 168 119 84					280 86 746 368						
BUGS BUNNY/ROAD RUNNER 3		4		196		196		A		7.5 31		611	1606		285 103^		303 178^ 287 201 125^ LT		288 159^ 231 134^ 129^ 57^					359 81^					656 346						
SAT. 10.00A		30		CBS		CA		99 99		B		7.6 32		619	1592		324 97		360 204 298 199 137 46					331 195 272 172 110 59					257 69 644 339						
BULLWINKLE		3		136				A		2.8 10		228	1417		189v LT		228v 21v 153v 153v 207v 75v					280^ 153v 245v 123v 92v 35v					185v 185v 724^ 439^								
DATA NOT AVAILABLE																																			
1 SAT. 12.30P		30		NBC		CA		74		B		3.1 11		253	1448		275 159		290 165 206 157 91 84					241 122 173 136 67 68					198 180 719 317						
CBS NFL FTBL PRE		4		191		194		A		7.3 25		595	1645		420 244		544 266 375 272 179^ 133^		740 375 534 441 276 171^					184^ 19v					177^ 138^						
SUN. 12.30P		30		CBS		SC		98 99		B		7.0 26		571	1458		379 197		481 222 315 255 188 138					685 312 471 375 284 172					132 9 160 102						
CBS NFL FTBL GM 1		4		199		200		A		17.1 44		1394																							
1 SUN. 1.00P		191		CBS		SE		99 99		B		16.5 43		1345																					
2 SUN. 1.00P		199																																	
1.00 - 1.30																																			
1.30 - 2.00																																			
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2.30 - 3.00																																			
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3.30 - 4.00																																			
4.00 - 4.30																																			
CBS NFL FTBL GM 2		3		187				A		14.3 30		1165																							
2 SUN. 4.00P		170		CBS		SE		87		B		14.0 31		1141																					
4.30 - 5.00																																			
5.00 - 5.30																																			
5.30 - 6.00																																			
6.00 - 6.30																																			
6.30 - 7.00																																			
7.00 - 7.30																																			
CBS NFL FTBL POST		2		191				A		12.2 29		994																							
1 SUN. 4.12P		20		CBS		SC		91		B		10.0 24		815																					
CBS SPORTS SATURDAY		4		161		171		A		7.4 19		603	1143		348 131^		366 63^ 196^ 210 245 144^					709 301 447 377 324 208					55^ LT					13v 13v			
SAT. 4.30P		90		CBS		SA		90 93		B		7.0 18		571	1305		456 170		468 142 298 282 256 141					720 266 432 359 312 259					57 10 60 49						
CONT'D																																			

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11								
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+									
WEEKEND DAYTIME CONT'D																																	
CBS SPORTS SATURDA-CONT'D																																	
		4.30 - 5.00						A	6.4 17	522	1207	354 132^	396 60^	174^195^	252 182^	747 339	477 387	343 177^	23^ LT	41^ 41^													
		5.00 - 5.30						A	8.1 21	660	1139	366 156^	373 62^	235 242	259 119^	695 270	430 373	339 217	71^ LT	41^ 41^													
		5.30 - 6.00						A	7.8 19	636	1072	318 105^	318 63^	163^179^	214 134^	687 301	437 376	293 218	67^ LT	41^ 41^													
COLLEGE FOOTBALL '81																																	
	SUN.	12.30P	30	ABC	SC	4	125 147	A	2.5 8	204	525^	152^143^	152^ 54^	152^138^	98^ LT	221^138^	187^143^	69^ LT	54^ 25^	98^ 74^													
								B	2.5 9	204	268	78 73	78 27	78 71	51 LT	112 70	95 73	35 LT	28 LT	50 37													
DAFFY/SPEEDY SHOW																																	
	SAT.	12.00N	30	NBC	CA	4	155 153	A	4.5 17	367	1594	266^131^	331 162^	261^188^	145^ 59^	357 268^	336 205^	89^ 21^	186^ 90^	720 414													
								B	4.3 17	350	1659	304 148	351 187	267 179	123 68	360 257	323 153	94 37	214 122	734 376													
DEAR ALEX & ANNIE-11.26AM																																	
	SAT.	11.26A	3	ABC	CN	4	168 186	A	5.4 22	440	1450	230^176^	271^146^	164^125^	90^ 75^	174^ 65^	101^ 85^	51^ 73^	407 195^	598 363													
								B	5.5 23	448	1469	263 153	303 169	219 137	86 69	169 78	116 89	45 53	357 166	640 355													
DEAR ALEX & ANNIE-11.25AM																																	
	SUN.	11.25A	4	ABC	CN	4	114 103	A	2.7 12	220	1632	428^232^	428^224^	331^282^	176^ 46^	246^142^	165^178^	82^ 50^	253^113^	705 514^													
								B	2.2 9	179	1629	425 218	438 210	300 218	158 109	288 190	216 177	69 46	317 155	586 412													
FACE THE NATION																																	
	SUN.	11.30A	30	CBS	CC	5	149 146	A	3.3 13	269	1201	495 90^	551 115^	171^181^	171^362^	490 119^	208^186^	256^282^	33^ LT	127^ 93^													
								B	3.1 12	253																							
FESTIVAL-LIVELY ARTS(S)																																	
	1 SUN.	5.00P	60	CBS	CL		149 85	A	3.7 8	302	2000	876 257^	932 310^	518^452^	410^336^	726^180^	392^336^	446^294^	126^ LT	216^ 186^													
		5.00 - 5.30						A	4.1 10	334	1964	854 302^	898 254^	488^395^	389^363^	678^205^	378^312^	408^267^	143^ LT	245^ 192^													
		5.30 - 6.00						A	3.3 7	269	2019	899 194^	966 376^	550^513^	430^305^	773^141^	401^358^	486^327^	101^ LT	179^ 179^													
FLINTSTONE'S COMEDY SHW2																																	
						4	174 169	A	2.4 19	196	1719	178^ 41^	178^ LT	86^101^	101^ 77^	392^203^	286^226^	129^106^	271^128^	878 546^													
	SAT.	8.00A	30	NBC	CA		93 94	B	2.5 20	204	1363	167 LT	168 LT	67 114	113 54	215 98	154 135	89 50	153 60	827 542													
FONZ AND HAPPY DAYS GANG																																	
	SAT.	9.00A	30	ABC	CA	4	192 193	A	4.9 23	399	1779	115^ 98^	160^132^	132^ 71^	LT 18^	193^137^	168^175^	48^ 18^	203^ 38^	1223 732													
							98 98	B	4.7 22	383	1771	111 70	147 104	115 62	34 20	161 99	136 122	51 21	222 68	1241 724													
GOLDIE GOLD/ACTION JACK																																	
	SAT.	11.00A	30	ABC	CA	4	167 186	A	5.9 24	481	1426	242^170^	281 171^	188^127^	82^ 65^	160^ 59^	99^ 81^	51^ 61^	375 172^	610 362													
							90 96	B	5.9 25	481	1482	261 156	300 184	230 141	83 55	159 74	113 88	45 46	360 178	663 369													
HEATHCLIFF & MARMADLKE																																	
	SAT.	8.30A	30	ABC	CA	4	182 170	A	4.1 19	334	1617	186^ 45^	243^201^	201^ 77^	LT 39^	267^183^	183^ 78^	39^ 79^	155^ 47^	952 569													
							92 90	B	3.9 20	318	1602	166 31	215 170	181 80	27 32	224 147	147 91	55 64	226 63	937 520													
IN THE NEWS-8.26AM																																	
	SAT.	8.26A	3	CBS	CN	4	184 181	A	3.9 25	318	1261	51^ 16^	51^ 35^	51^ 51^	16^ LT	151^107^	107^ 92^	44^ 44^	188^ 37^	871 485													
							98 96	B	3.8 25	310	1312	100 38	101 30	56 67	37 34	152 79	79 46	73 73	95 19	964 586													
IN THE NEWS-8.56AM																																	
	SAT.	8.56A	3	CBS	CN	4	189 189	A	4.0 20	326	1411	92^ 22^	92^ 71^	92^ 40^	21^ LT	122^ 86^	86^ 86^	36^ 36^	246^ 61^	951 445													
							97 97	B	4.0 21	326	1497	154 43	155 89	107 96	52 LT	174 116	116 69	58 58	182 33	986 537													
IN THE NEWS-9.26AM																																	
	SAT.	9.26A	3	CBS	CN	4	198 197	A	5.6 25	456	1658	283 81^	320 204^	311 174^	116^ LT	252^165^	204^102^	87^ 48^	301 77^	785 261^													
							99 99	B	5.4 24	440	1709	303 94	364 233	315 171	123 37	305 108	240 127	98 65	236 65	804 374													
IN THE NEWS-9.56AM																																	
	SAT.	9.56A	3	CBS	CN	4	198 197	A	7.3 30	595	1820	255 69^	275 166^	257 151^	109^ 11^	386 200^	291 178^	167^ 95^	401 115^	758 347													
							99 99	B	7.2 31	587	1670	267 79	302 179	252 140	113 40	357 188	270 187	127 87	275 89	736 354													
IN THE NEWS-11.56AM																																	
	SAT.	11.56A	3	CBS	CN	4	168 176	A	5.7 22	465	1181	195^ 72^	240^191^	224^154^	49^ LT	165^126^	144^ 99^	39^ 21^	122^ 62^	654 295													
							95 94	B	6.1 24	497	1398	278 96	330 227	264 182	69 45	232 150	186 133	68 39	171 75	665 363													
IN THE NEWS-12.26PM																																	
	SAT.	12.26P	3	CBS	CN	4	170 182	A	6.0 22	489	1292	235^135^	326 161^	199^181^	122^ 75^	274 168^	206^138^	91^ 60^	83^ 48^	609 294													
							95 95	B	6.0 23	489	1546	305 101	375 198	239 195	128 91	338 211	255 175	106 69	153 24	680 395													
IN THE NEWS-12.56PM																																	
	SAT.	12.56P	3	CBS	CN	4	156 161	A	5.8 20	473	1622	253^ 65^	308 151^	187^159^	85^102^	300 195^	235^138^	105^ 58^	210^ 31^	804 421													
							91 92	B	5.5 19	448	1597	276 81	366 186	230 172	92 115	305 173	222 143	132 75	193 32	733 405													



FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-34	35-44	55+	TOTAL	18-34	18-49	25-34	35-44	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																															
NBC MAJOR LEAGUE GAME																															
1	SAT.	2.19P	164	NBC	SE	15	199		A	5.2	15	424																			
		2.30 - 3.00							B	6.2	21	505																			
		3.00 - 3.30							A	4.7	14	383																			
		3.30 - 4.00							A	4.7	14	383																			
		4.00 - 4.30							A	5.1	15	416																			
		4.30 - 5.00							A	5.9	16	481																			
									A	6.1	16	497																			
NCAA FOOTBALL PRE GAME																															
1	SAT.	12.00N	23	ABC	SC	99	99		A	5.8	22	473																			
2	SAT.	12.30P	17						B	6.3	24	513																			
NCAA FOOTBALL GAME																															
1	SAT.	12.24P	179	ABC	SE	99	99		A	9.0	29	734																			
2	SAT.	12.47P	178						B	9.4	31	766																			
		12.30 - 1.00							A	7.5	28	611																			
		1.00 - 1.30							A	9.3	32	758																			
		1.30 - 2.00							A	9.4	31	766																			
		2.00 - 2.30							A	8.8	28	717																			
		2.30 - 3.00							A	9.5	29	774																			
		3.00 - 3.30							A	9.9	30	807																			
NCAA FOOTBALL POST GAME																															
1	SAT.	3.22P	21	ABC	SC	99	99		A	8.7	25	709																			
									B	8.9	26	725																			
2	SAT.	3.45P	15																												
NCAA FOOTBALL GAME 2																															
1	SAT.	3.43P	192	ABC	SE	99	99		A	10.0	24	815																			
		4.00 - 4.30							B	12.2	28	994																			
		4.30 - 5.00							A	9.2	25	750																			
		5.00 - 5.30							A	8.5	22	693																			
		5.30 - 6.00							A	9.2	23	750																			
		6.00 - 6.30							A	11.6	28	945																			
		6.30 - 7.00							A	11.4	25	929																			
									A	10.6	22	864																			
NCAA FOOTBALL POST 2																															
1	SAT.	6.48P	12	ABC	SE	81	168		A	8.7	19	709	1327	502	236^	502	154^	300^192^	193^202^	569	144^	306^306^	250^263^	194^158^	62v	41v					
									B	8.7	19	709	1327	502	236	502	154	300	192	193	202	569	144	306	306	250	263	194	158	62	41
NEW FAT ALBERT SHOW																															
	SAT.	1.00P	30	CBS	CA	92	92		A	6.1	20	497	1513	264	75^	330	121^	135^152^	103^142^	379	258	295	109^	105^	72^	196^	58v	608	425		
									B	5.6	19	456	1608	373	171	484	209	289	212	202	152	344	190	222	91	119	103	216	83	564	356
NFL '81-NBC PRE																															
	SUN.	12.30P	30	NBC	SC	88	166		A	4.8	17	391	1473	321	212^	439	241^	304^217^	156^117^	834	320	583	491	378	215^	80^	LT	120^	44v		
									B	4.8	18	391	1525	400	162	487	215	292	228	177	153	799	299	546	452	392	211	113	23	126	70
NFL FOOTBALL GAME 1-NBC																															
1	SUN.	1.00P	186	NBC	SE	81	99		A	10.8	28	880																			
2	SUN.	1.00P	195						B	12.6	34	1027																			
		1.00 - 1.30							A	9.0	27	734																			
		1.30 - 2.00							A	10.7	30	872																			
		2.00 - 2.30							A	10.8	28	880																			
		2.30 - 3.00							A	10.1	26	823																			
		3.00 - 3.30							A	11.0	27	897																			
		3.30 - 4.00							A	11.8	28	962																			
		4.00 - 4.30							A	12.5	27	1019																			

FOR EXPLANATION OF SYMBOLS, SEE PAGE A





## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. SEPT. 28, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					{					{					{	
	ABC TV	{					{					{					{	
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{					{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					{					{					{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{					{	
	CBS TV	{					{					{					{	
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{					{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					{					{					{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{					{	
	NBC TV	{					{					{					{	
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{					{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					{					{					{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{					{	
	ABC TV	{					{					{					{	
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{					{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					{					{					{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{					{	
	CBS TV	{					{					{					{	
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{					{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					{					{					{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{					{					{	
	NBC TV	{					{					{					{	
	AVERAGE AUDIENCE (Households (000) & %)	{					{					{					{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					{					{					{	
TV HOUSEHOLDS USING TV		WK 1	52.4	55.3	56.9	58.7	59.8	62.1	63.3	64.4	66.8	67.0	66.0	65.1	62.5	60.5	57.4	54.4
(See Def. 1)		WK 2	54.2	56.9	58.7	60.8	63.8	66.3	67.7	68.6	67.9	68.1	68.5	68.1	68.0	66.7	65.1	62.8
U.S. TV Households: 81,500,000																		

For explanation of symbols, See page A

EVE. MON. OCT. 5, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEPT.29, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						17,600 21.6		17,600 21.6		21,190 26.0		25,350 31.1					
	ABC TV						HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)						HART TO HART (R)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)						14,830 18.2		16,220 19.9		18,830 23.1		19,150 23.5				24.4*	23.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						31 16.8		32 19.1		37 21.9		39 22.5				41 *	41 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,560 24.0								13,770 16.9			
	CBS TV										HIGH NOON PART TWO THE RETURN OF WILL KANE(R)(OP)						UNIT 4	
	AVERAGE AUDIENCE (Households (000) & %)						12,230 15.0								10,600 13.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 12.9		23 * 14.1		24 * 15.3		26 * 16.0		22 12.8		22 *	23 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						12,550 15.4				14,830 18.2							
	NBC TV										PROJECT PEACOCK (R)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)						9,050 11.1				8,560 10.5							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						18 10.4		18 * 10.1		17 9.5		15 * 9.1		16 * 10.0		19 *	11.8*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						26,320 32.3				26,320 32.3				23,720 29.1			
	ABC TV										HAPPY DAYS		THREE'S COMPANY (OP)				HART TO HART	
	AVERAGE AUDIENCE (Households (000) & %)						20,950 25.7				21,030 25.8				18,910 23.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						40 22.0		37 * 25.3		42 * 27.5		40 * 26.7		37 23.3		37 *	23.1*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)										24,450 30.0							
	CBS TV										CBS NEWS SPEC. RPT. 8PM (SUS)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)										14,180 17.4							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %										27 18.8		28 * 18.1		25 * 17.2		27 * 16.9	16.6*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,450 11.6		21,270 26.1									
	NBC TV										(1) (+OP)							
	AVERAGE AUDIENCE (Households (000) & %)						9,050 11.1		11,250 13.8									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 11.1		21 10.9		18 * 10.9		20 * 11.4		21 * 12.7		24 * 13.2	15.8*
TV HOUSEHOLDS USING TV		WK. 1	53.8	55.7	55.8	57.0	57.2	60.1	62.2	62.8	62.2	63.2	63.0	62.7	59.7	58.9	57.7	54.7
(See Def. 1)		WK. 2	59.9	59.8	58.8	59.5	61.9	64.4	64.8	66.5	66.4	67.2	67.8	68.1	64.7	62.4	61.5	59.7
U.S. TV Households: 81,500,000																		
(1) NAT'L LEAGUE-PRE GAME TUE, NBC, (8:00-8:18PM)(S)																		

For explanation of symbols, See page A.

EVE.TUE. OCT.6, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEPT.30, 1981

		TIME																	7:00		7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																		18,420 22.6																		23,470 28.8																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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For explanation of symbols, See page A.

EVE.WED. OCT.7, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. OCT.1, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
W E E K I	TOTAL AUDIENCE (Households (000) & %)						15,400 18.9	15,490 19.0		20,950 25.7										
	ABC TV						MORK & MINDY (R)		BEST OF THE WEST		MANIONS OF AMERICA-PT 2 (OP)									
	AVERAGE AUDIENCE (Households (000) & %)						13,200 16.2	13,690 16.8		13,450 16.5		16.2*	16.2*		16.5*	16.9*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						28 15.4	17.0	28 16.4	17.3	29 16.6	27* 15.8	27* 16.1	27* 16.3	30* 16.4	30* 16.6	31* 17.1	31* 16.8		
W E E K I	TOTAL AUDIENCE (Households (000) & %)						19,150 23.5	MAGNUM, P.I. (R)(OP)				17,200 21.1		16,220 19.9						
	CBS TV										NURSE (R)		KNOTS LANDING (R)							
	AVERAGE AUDIENCE (Households (000) & %)						14,590 17.9	17.5*	18.4*		16.0	15.3*	16.7*		15.2	15.3*	15.1*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						30 17.1	30* 17.8	31* 18.5	31* 18.3	26 14.9	25* 15.7	27* 16.4	27* 16.9	28 15.5	28* 15.2	28* 15.3	28* 14.9		
W E E K I	TOTAL AUDIENCE (Households (000) & %)						21,350 26.2	NBC THURSDAY NIGHT MOVIES THE HARLEM GLOBETROTTERS ON GILL IGAN'S ISLAND(R)(SUS-OP)(OP)								12,800 15.7		SOPHISTICATED GENTS PT 3		
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)						11,740 14.4	12.3*	12.6*		15.9*		16.8*	9,940 12.2		12.2*	12.1*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 12.5	21* 12.1	21* 12.5	21* 12.8	26* 15.6	26* 16.2	28* 16.7	28* 16.8	22 12.3	22* 12.1	22* 12.1	22* 12.1		
W E E K I	TOTAL AUDIENCE (Households (000) & %)						17,520 21.5	15,000 18.4		14,100 17.3		14,510 17.8		15,000 18.4						
	ABC TV	(SUS-OP)					MORK & MINDY		BEST OF THE WEST		BOSOM BUDDIES		TAXI (OP)		20/20					
	AVERAGE AUDIENCE (Households (000) & %)						14,670 18.0	13,370 16.4		12,710 15.6		12,880 15.8		11,170 13.7		14.2*	13.2*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						31 17.2	27 18.7	27 16.1	24 16.7	24 15.2	24 15.9	24 15.5	22 16.2	22 14.8	23* 13.5	23* 13.5	22* 13.0		
W E E K I	TOTAL AUDIENCE (Households (000) & %)						20,620 25.3	MAGNUM, P.I. (OP)				30,480 37.4								
	CBS TV										CAGNEY AND LACEY									
	AVERAGE AUDIENCE (Households (000) & %)						16,300 20.0	18.7*	21.2*		21,430 26.3	23.9*	26.5*		27.7*		27.0*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						34 18.2	32* 19.2	35* 20.9	35* 21.6	42 23.3	37* 24.6	41* 26.2	41* 26.7	44* 27.7	44* 27.7	46* 27.4	46* 26.6		
W E E K I	TOTAL AUDIENCE (Households (000) & %)						10,510 12.9	20,860 25.6												
	NBC TV						(1) (OP)										NAT'L LEAGUE-PLAYOFF-THU PHILADELPHIA VS MONTREAL			
	AVERAGE AUDIENCE (Households (000) & %)						9,780 12.0	11,000 13.5	13.6*		14.0*		13.4*		13.7*		13.8*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 12.0	22 11.7	23* 13.3	23* 14.0	22* 14.1	22* 14.0	21* 13.6	21* 13.2	21* 13.4	21* 14.0	22* 14.5	22* 13.1		
TV HOUSEHOLDS USING TV		WK. 1	51.5	53.1	53.6	55.6	57.3	58.7	59.3	60.7	60.9	61.0	61.2	60.5	56.1	55.1	54.1	53.5		
(See Def. 1)		WK. 2	55.2	55.2	55.3	57.8	57.0	58.7	59.7	62.4	64.0	64.7	64.9	64.8	63.4	62.1	60.5	57.7		

U.S. TV Households: 81,500,000

(1) NAT'L LEAGUE-PRE GAME-THU, NBC, (8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE.THU. OCT.8, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. OCT.2, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						14,180 17.4	12,960 15.9		18,010 22.1									
	ABC TV						BENSON (R)	IT'S A LIVING (R)(OP)		MANIONS OF AMERICA-PT 3									
	AVERAGE AUDIENCE (Households (000) & %)						12,710 15.6	11,820 14.5		12,230 15.0		14.7*	15.0*		15.4*		14.8*		
	SHARE OF AUDIENCE %						28	25		26		25 *	25 *		28 *		27 *		
WEEK 2	AVG. AUD. BY ¼ HR.						15.1	16.0	14.1	15.0	14.8	14.5	14.9	15.0	15.6	15.2	14.5	15.1	
	TOTAL AUDIENCE (Households (000) & %)						17,850 21.9			22,740 27.9		20,050 24.6							
	CBS TV						INCREDIBLE HULK (OP)		DUKES OF HAZZARD (R)		DALLAS (R)								
	AVERAGE AUDIENCE (Households (000) & %)						13,120 16.1	14.4*	17.7*		18,170 22.3	21.2*	23.3*		16,140 19.8	19.3*	20.3*		
WEEK 3	SHARE OF AUDIENCE %						28	26 *	30 *		38	36 *	40 *		36	35 *	37 *		
	AVG. AUD. BY ¼ HR.						14.0	14.9	17.5	17.9	20.3	22.1	23.1	23.5	19.2	19.5	20.5	20.1	
	TOTAL AUDIENCE (Households (000) & %)						11,570 14.2			16,540 20.3		NBC FRIDAY NIGHT MOVIE JET PILOT(SUS-OP)(OP) (9:00-10:55PM)							
	NBC TV						NBC MAGAZINE (OP)												
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)						8,880 10.9	11.1*	10.8*		9,210 11.3	11.2*	10.4*		11.6*		12.0*		
	SHARE OF AUDIENCE %						19	20 *	19 *		20	19 *	18 *		21 *		22 *		
	AVG. AUD. BY ¼ HR.						11.4	10.7	10.8	10.7	11.5	10.9	10.4	10.4	11.4	11.8	11.9	12.1	
	TOTAL AUDIENCE (Households (000) & %)						20,700 25.4			AMER. LGE DIV SERIES GW 5 MILWAUKEE VS NY YANKEES(OP) KANSAS CITY VS OAKLAND(-OP) MULTI-SEGMENT TELECAST									
WEEK 5	ABC TV						10,680	11.0*	12.5*		13.8*		14.8*		13.2*		13.7*		
	AVERAGE AUDIENCE (Households (000) & %)						13.1	22	22 *		23 *		24 *		21 *		22 *		
	SHARE OF AUDIENCE %						10.7	11.3	12.5	12.6	13.7	13.8	14.4	15.1	13.5	12.8	13.1	13.9	
	AVG. AUD. BY ¼ HR.						10.7	11.3	12.5	12.6	13.7	13.8	14.4	15.1	13.5	12.8	13.1	13.9	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)						20,620 25.3			26,240 32.2		29,670 36.4							
	CBS TV						INCREDIBLE HULK (OP)		DUKES OF HAZZARD		DALLAS								
	AVERAGE AUDIENCE (Households (000) & %)						15,970 19.6	18.0*	21.2*		21,430 26.3	25.3*	27.2*		26,000 31.9	32.0*	31.9*		
	SHARE OF AUDIENCE %						34	32 *	36 *		43	41 *	44 *		52	51 *	53 *		
WEEK 7	AVG. AUD. BY ¼ HR.						16.6	19.4	20.5	21.8	24.7	25.9	26.5	28.0	31.7	32.3	32.7	31.1	
	TOTAL AUDIENCE (Households (000) & %)	3,990 4.9						14,020 17.2			15,320 18.8		NBC FRIDAY NIGHT MOVIE KILLER FISH(SUS-OP)						
	NBC TV	NBC NIGHTLY NEWS-FRI(B)					NBC MAGAZINE (OP)												
	AVERAGE AUDIENCE (Households (000) & %)	3,340 4.1						9,450 11.6	11.8*	11.4*		9,050 11.1	10.3*	11.2*		11.5*		11.6*	
U.S. TV HOUSEHOLDS USING TV (See Def. 1)	SHARE OF AUDIENCE %	8						20	21 *	19 *		18	17 *	18 *		18 *		19 *	
	AVG. AUD. BY ¼ HR.	4.1	4.1						12.4	11.3	11.3	11.5	10.1	10.4	11.1	11.3	11.4	11.8	11.4
	WK. 1	52.4	53.8	55.5	55.6	56.1	56.4	57.5	58.8	58.8	59.0	59.1	58.8	56.3	55.6	55.0	54.9		
	WK. 2	53.9	54.0	53.3	54.0	54.9	56.8	58.1	60.0	61.1	61.4	61.9	62.5	62.4	62.2	60.8	59.5		
U.S. TV Households: 81,500,000																			



		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					22,010 27.0								14,910 18.3			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					13,200 16.2	12.8*		14.2*		18.4*		19.3*	11,820 14.5	14.8*		14.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					28	23 *		24 *		32 *		34 *	28	28 *		29 *
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					17,440 21.4				18,990 23.3							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					13,280 16.3	15.6*		17.0*		13.3	13.6*		13.5*		13.1*	12.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					29	28 *		29 *		25	23 *		24 *		25 *	26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					15,160 18.6				17,600 21.6							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					12,140 14.9	14.9*		14.9*		12.3	12.7*		11.5*		12.4*	12.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					26	27 *		26 *		23	22 *		20 *		24 *	26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					28,850 35.4								20,290 24.9			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					20,620 25.3	21.2*		24.7*		27.7*		27.7*	16,300 20.0	19.3*		20.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					42	37 *		42 *		46 *		46 *	36	34 *		39 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					17,770 21.8				19,320 23.7							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					13,370 16.4	16.1*		16.8*		15.2	14.3*		14.4*		16.0*	15.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					28	28 *		28 *		26	24 *		24 *		28 *	30 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					9,370 11.5	17,360 21.3									7,990 9.8	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					8,800 10.8	10,350 12.7		10.9*		12.6*		13.7*		15.2*	5,950 7.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					20	22		19 *		21 *		22 *		26 *	14	
TV HOUSEHOLDS USING TV WK. 1			50.8	51.8	52.2	53.5	55.3	56.5	57.7	58.8	58.1	58.5	57.8	55.9	52.9	51.3	50.2	49.2
(See Def. 1) WK. 2			52.6	54.5	55.2	54.9	57.2	58.5	59.0	59.8	60.7	61.0	61.0	60.0	56.8	56.7	54.0	51.6

U.S. TV Households: 81,500,000

(1) NAT'L LEAGUE-PRE GAME SAT,NBC,(8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE.SAT. OCT.10, 1981

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 4,970  
(Households (000) & %) { 6.1

**ABC TV**

ABC  
WEEKEND  
REPORT-  
SAT.

AVERAGE AUDIENCE { 4,890  
(Households (000) & %) { 6.0  
SHARE OF AUDIENCE % 13  
AVG. AUD. BY ¼ HR. % 6.0

W

TOTAL AUDIENCE {  
(Households (000) & %) {

E

**CBS TV**

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

E

K

1

TOTAL AUDIENCE { 11,170  
(Households (000) & %) { 13.7

**NBC TV**

← SATURDAY NIGHT →  
(11:30-12:50AM)  
(SUSTAINING 11:30-12:50AM)

AVERAGE AUDIENCE { 6,850  
(Households (000) & %) { 8.4 9.6\* 8.0\* 7.3\*  
SHARE OF AUDIENCE % 27 27\* 27\* 28\*  
AVG. AUD. BY ¼ HR. % 9.9 9.2 8.0 7.9 7.3

TOTAL AUDIENCE { 5,620  
(Households (000) & %) { 6.9

**ABC TV**

ABC  
WEEKEND  
REPORT-  
SAT.

AVERAGE AUDIENCE { 4,480  
(Households (000) & %) { 5.5  
SHARE OF AUDIENCE % 12  
AVG. AUD. BY ¼ HR. % 5.9 5.1

W

TOTAL AUDIENCE {  
(Households (000) & %) {

E

**CBS TV**

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

E

K

2

TOTAL AUDIENCE { 11,410  
(Households (000) & %) { 14.0

**NBC TV**

(1)

← SATURDAY NIGHT →  
(11:35-1:05AM)

AVERAGE AUDIENCE { 6,280  
(Households (000) & %) { 7.7 9.2\* 8.0\* 6.5\*  
SHARE OF AUDIENCE % 25 25\* 25\* 24\*  
AVG. AUD. BY ¼ HR. % 7.9 9.5 9.0 8.5 7.5 6.9 6.2 5.4

TV HOUSEHOLDS USING TV	WK. 1	45.9	42.6	37.2	33.5	30.0	28.5	26.5	25.6	22.3	18.8	16.1	14.4	13.3	12.6	11.4	10.1
(See Def. 1)	WK. 2	47.5	43.5	38.8	36.0	32.8	29.9	28.0	26.1	23.1	20.6	18.0	16.3	15.0	13.4	11.5	9.8

U.S. TV Households: 81,500,000  
(1) STOCKERS, NBC, (10:35-11:05PM)(5)

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.4, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1		TOTAL AUDIENCE (Households (000) & %)		{		10,840 13.3		17,600 21.6		18,500 22.7								
		ABC TV		{		7,420 9.1		12,630 15.5		12,630 15.3		15,600 19.0		15,200 18.9				
		AVERAGE AUDIENCE (Households (000) & %)		{		9.1 16		15.5 25		15.3 24		19.0 23		18.9 23				
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		16 7.7		25 14.4		24 15.1		23 15.7		23 15.5				
W E E K 2		TOTAL AUDIENCE (Households (000) & %)		{		23,470 28.8		19,230 23.6		18,990 23.3		19,720 24.2		20,130 24.7				
		CBS TV		{		16,710 20.5		15,000 18.4		17,850 21.9		18,170 22.3		16,460 20.2		19.7*		
		AVERAGE AUDIENCE (Households (000) & %)		{		20.5 36		18.4 30		21.9 33		22.3 33		20.2 33		33 *		
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		36 18.5		30 16.8		33 19.9		33 22.3		33 22.6		33 *		
W E E K 3		TOTAL AUDIENCE (Households (000) & %)		{		16,710 20.5		18,990 23.3		19,720 24.2		20,130 24.7						
		NBC TV		{		16.9* 33 *		15.2* 28 *		15.6* 25 *		17.4* 27 *		16.8* 25 *		18.8* 30 *		
		AVERAGE AUDIENCE (Households (000) & %)		{		15.1 16.8		14.9 15.1		15.2 14.4		16.3 14.5		15.0* 15.5		18.6		
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		28* 14.9		25* 15.1		25* 14.4		27* 15.2		25* 15.9		32 *		
W E E K 4		TOTAL AUDIENCE (Households (000) & %)		{		27,950 34.3		16,710 20.5		18,990 23.3		19,720 24.2		20,130 24.7				
		ABC TV		{		13,770 16.9		12,390 15.2		14,180 17.4		15,000 19.0		16,460 20.2		19.7*		
		AVERAGE AUDIENCE (Households (000) & %)		{		9.0* 27		14.8* 26 *		16.3* 27 *		17.9* 28 *		21.7* 32 *		8.2*		
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		17.3 6.7		18.5 15.8		18.5 16.7		21.7 21.2		22.0 22.1		8.3		
W E E K 5		TOTAL AUDIENCE (Households (000) & %)		{		27,060 33.2		17,850 21.9		21,520 26.4		20,700 25.4		23,150 28.4		24,940 30.6		
		CBS TV		{		19,720 24.2		16,220 19.9		18,170 22.3		18,500 22.7		20,130 24.7		20,210 24.8		
		AVERAGE AUDIENCE (Households (000) & %)		{		24.2 40		19.9 30		22.3 33		22.7 33		24.7 37		25.0*		
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		40 17.4		30 19.4		33 20.1		33 21.7		37 22.9		43 *		
W E E K 6		TOTAL AUDIENCE (Households (000) & %)		{		8,640 10.6		11,740 14.4		21,350 26.2		22,330 27.4		20,130 24.7		24.9 25.1		
		NBC TV		{		8,230 10.1		10,020 12.3		16,060 19.7		15,320 18.8		20,210 24.8		25.1		
		AVERAGE AUDIENCE (Households (000) & %)		{		10.1 19		12.3 20		19.7 30		18.8 29		24.8 31		33 *		
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		10.1 13.6		11.7 10.1		12.9 16.6		21.1 19.6		24.9 19.6		33 *		
TV HOUSEHOLDS USING TV			WK. 1	53.4	55.0	57.8	59.6	59.1	60.1	61.7	64.1	64.7	66.6	67.0	66.2	63.6	61.9	60.2
(See Def. 1)			WK. 2	55.8	56.5	59.2	61.1	63.1	64.3	65.3	66.5	67.4	68.0	68.0	67.7	65.6	62.5	58.1

U.S. TV Households: 81,500,000

U.S. TV Households: 81,500,000

(1) CBS NFL FTBL GM 2, VAR TMS&amp;TMS, CBS, M-SEG TEL.

(3) NFL FOOTBALL POST-NBC, NBC, (7:17-7:30PM)

A-17 (2) NAT'L LEAGUE PLAYOFF-SUN, HOUSTON VS LOS ANGELES &amp; MONTREAL VS PHILADELPHIA, NBC, (4:00-7:17PM)(5)

For explanation of symbols, See page A.

EVE.SUN. OCT.11, 1981



TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE {		4,080													
	(Households (000) & %)		5.0													
	ABC TV		ABC WEEKEND REPORT-SUN.													
	AVERAGE AUDIENCE {		3,990													
W E E K 2	(Households (000) & %)		4.9													
	SHARE OF AUDIENCE %		10													
	AVG. AUD. BY 1/4 HR. %		4.9													
	TOTAL AUDIENCE {		5,300													
W E E K 1	(Households (000) & %)		6.5													
	CBS TV		CBS SUNDAY NEWS-OSGOOD													
	AVERAGE AUDIENCE {		4,890													
	(Households (000) & %)		6.0													
W E E K 1	SHARE OF AUDIENCE %		12													
	AVG. AUD. BY 1/4 HR. %		6.0													
	TOTAL AUDIENCE {		1,550													
	(Households (000) & %)		1.9													
W E E K 1	NBC TV		NBC LATE NIGHT MOVIE YIYA KNEVEL(R) (11:30-11:49PM) (SUSTAINING 11:49-1:00AM)													
	AVERAGE AUDIENCE {		1,550													
	(Households (000) & %)		1.9													
	SHARE OF AUDIENCE %		6													
W E E K 1	AVG. AUD. BY 1/4 HR. %		1.8	2.0												
	TOTAL AUDIENCE {		3,500													
	(Households (000) & %)		4.3													
	ABC TV		ABC WEEKEND REPORT-SUN. (11:00-11:23PM) (OP)													
W E E K 1	AVERAGE AUDIENCE {		3,340													
	(Households (000) & %)		4.1													
	SHARE OF AUDIENCE %		8													
	AVG. AUD. BY 1/4 HR. %		4.2	4.1												
W E E K 1	TOTAL AUDIENCE {		6,110													
	(Households (000) & %)		7.5													
	CBS TV		TRAPPER JOHN, M.D. (10:22-11:22PM) (-OP)	CBS SUNDAY NEWS-OSGOOD (11:22-11:37PM) (OP)												
	AVERAGE AUDIENCE {		5,710													
W E E K 1	(Households (000) & %)		7.0													
	SHARE OF AUDIENCE %		16													
	AVG. AUD. BY 1/4 HR. %		25.6	7.5	6.5											
W E E K 1	TOTAL AUDIENCE {		2,850													
	(Households (000) & %)		3.5													
	NBC TV		NBC LATE NIGHT MOVIE MY KIDNAPPER, MY LOVE(R) (11:30-12:19AM) (SUSTAINING 12:19-1:00AM)													
	AVERAGE AUDIENCE {		2,280													
W E E K 1	(Households (000) & %)		2.8													
	SHARE OF AUDIENCE %		7													
	AVG. AUD. BY 1/4 HR. %		2.9	2.5												

TV HOUSEHOLDS USING TV WK 1	50.1	43.7	35.0	30.2	27.0	23.7	20.0	17.8	15.4	13.0	11.1	9.8	7.7	6.3	5.4	4.8
(See Def 1) WK 2	53.1	47.7	38.9	31.6	26.8	24.0	21.2	18.7	16.1	14.2	12.9	10.7	9.3	8.1	7.1	6.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	5,220 6.4				4,970 6.1											
	ABC TV	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)	3,990 4.9				4,080 5.0											
	SHARE OF AUDIENCE %	30				26											
WEEK 2	AVG. AUD. BY ¼ HR. %	4.9 5.1				5.1 5.0											
	TOTAL AUDIENCE (Households (000) & %)	1,300 1.6	4,320 5.3								3,340 4.1				4,560 5.6		
	CBS TV	WAKE UP				MORNING-KURALT&SAWYER				ONE DAY AT A TIME-M-F				ALICE-M-F			
	AVERAGE AUDIENCE (Households (000) & %)	900 1.1	1,960 2.4				2.3*				2,610 3.2				3,990 4.9		
WEEK 3	SHARE OF AUDIENCE %	9	14				14 *				18				27		
	AVG. AUD. BY ¼ HR. %	1.0	1.2	2.1	2.5	2.4	2.4	2.4	2.4	2.6	3.0	3.4	4.7	5.0			
	TOTAL AUDIENCE (Households (000) & %)	4,400 5.4				4,890 6.0				2,280 2.8				3,020 3.7			
	NBC TV	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				LAS VEGAS GAMBIT				BLOCKBUSTERS			
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	3,420 4.2				3,990 4.9				1,960 2.4				2,610 3.2			
	SHARE OF AUDIENCE %	25				26				13				17			
	AVG. AUD. BY ¼ HR. %	4.0 4.3				4.9 4.9				2.3 2.4				3.1 3.2			
	TOTAL AUDIENCE (Households (000) & %)	5,220 6.4				4,890 6.0				(SUS-OP) (S)(OP)							
WEEK 5	ABC TV	GOOD MORNING, AMERICA-730 (CO-OP) (SUS-OP)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)(MWTHF)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)	4,240 5.2				4,080 5.0											
	SHARE OF AUDIENCE %	30				27											
	AVG. AUD. BY ¼ HR. %	5.0 5.4				4.9 5.0											
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	1,140 1.4									2,930 3.6				4,160 5.1		
	CBS TV	WAKE UP (MTUHF)(OP)								(SUS-OP)				ONE DAY AT A TIME-M-F (MWTHF)(SUS OP)			
	AVERAGE AUDIENCE (Households (000) & %)	730 .9									2,280 2.8				3,590 4.4		
	SHARE OF AUDIENCE %	7									15				23		
WEEK 7	AVG. AUD. BY ¼ HR. %	.8	1.1									2.5	3.1	4.3	4.7		
	TOTAL AUDIENCE (Households (000) & %)	4,480 5.5				5,130 6.3				2,530 3.1				3,100 3.8			
	NBC TV	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)(MWTHF)(OP)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)(MWTHF)(OP)				(SUS-OP)				LAS VEGAS GAMBIT (SUS-OP)>			
	AVERAGE AUDIENCE (Households (000) & %)	3,590 4.4				4,240 5.2								2,040 2.5			
WEEK 8	SHARE OF AUDIENCE %	25				28								13			
	AVG. AUD. BY ¼ HR. %	4.3 4.6				5.2 5.1								2.4 2.6			
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1 8.0	WK. 2 8.6	10.5	12.9	14.7	16.0	17.2	18.2	19.1	18.4	18.5	18.7	18.7	17.9	18.2	18.4
				10.9	12.9	14.9	16.8	18.2	19.0	19.8	20.0	19.9	19.6	19.1	18.4	19.0	19.4
U.S. TV Households: 81,500,000																	

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT.5-9, 1981

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{	6,520 8.0				5,460 6.7		7,010 8.6		9,700 11.9			9,290 11.4			
		LOVE BOAT DAYTIME						FAMILY FEUD		RYAN'S HOPE (SUS-OP)				ALL MY CHILDREN (OP)			ONE LIFE TO LIVE (SUS-OP)	
		AVERAGE AUDIENCE (Households (000) & %)	{	4,650 5.7	5.3*		6.0*	4,650 5.7		5,790 7.1		7,420 9.1	8.6*		7,500 9.2			
		SHARE OF AUDIENCE %		30	28 *		30 *	25		30		34	33 *		34			
E	CBS TV	AVG. AUD. BY ¼ HR.	%	5.2	5.5	5.8	6.2	5.5	5.9	7.1	7.0	8.3	8.9	9.6	9.7	8.6		
		TOTAL AUDIENCE (Households (000) & %)	{	4,810 5.9		6,030 7.4				7,090 8.7				7,250 8.9			5,710 7.0	
		PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS (SUS-OP)			SEARCH FOR TOMORROW (MTWTF)(OP)	
		AVERAGE AUDIENCE (Households (000) & %)	{	4,240 5.2		5,300 6.5				5,050 6.2	6.0*			5,380 6.6			5,130 6.3	
K	NBC TV	SHARE OF AUDIENCE %		28		33				26	26 *			25			26 *	23
		AVG. AUD. BY ¼ HR.	%	5.0	5.4	6.3	6.7			5.9	6.2	6.5	6.4	6.4	6.5	7.0	6.9	6.2
		TOTAL AUDIENCE (Households (000) & %)	{	4,080 5.0		3,260 4.0		2,360 2.9		2,930 3.6		5,380 6.6			4,480 5.5			
		WHEEL OF FORTUNE				PASSWORD PLUS		CARD SHARKS (M-W)(OP)		DOCTORS		DAYS OF OUR LIVES			ANOTHER WORLD (SUS-OP)			
1	ABC TV	AVERAGE AUDIENCE (Households (000) & %)	{	3,500 4.3		2,770 3.4		2,040 2.5		2,450 3.0		3,910 4.8	4.8*		3,670 4.5			
		SHARE OF AUDIENCE %		23		17		11		13		18	18 *		17 *			
		AVG. AUD. BY ¼ HR.	%	4.2	4.4	3.4	3.5	2.4	2.6	2.9	3.0	4.8	4.8	4.6	4.8	4.4		
		TOTAL AUDIENCE (Households (000) & %)	{	5,950 7.3				5,790 7.1		6,440 7.9		10,190 12.5			10,270 12.6			
W	CBS TV	LOVE BOAT DAYTIME (MTWTF)(SUS-OP)						FAMILY FEUD (SUS-OP)		RYAN'S HOPE (MTWTF)(SUS-OP)				ALL MY CHILDREN (MTWTF)(OP)(SUS-OP)			ONE LIFE TO LIVE (MTWTF)(SUS-OP)	
		AVERAGE AUDIENCE (Households (000) & %)	{	4,320 5.3	5.0*		5.6*	5,050 6.2		5,540 6.8		7,580 9.3	8.9*		8,230 10.1			
		SHARE OF AUDIENCE %		26	25 *		27 *	27		28		35	33 *		36 *		9.6*	10.6*
		AVG. AUD. BY ¼ HR.	%	4.9	5.1	5.5	5.8	6.0	6.3	6.7	6.8	8.6	9.1	9.6	10.0	9.5	9.8	10.7
E	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{	5,220 6.4		6,360 7.8				7,010 8.6				7,010 8.6			5,710 7.0	
		PRICE IS RIGHT 1				PRICE IS RIGHT 2 (MTWTF)(SUS-OP)				YOUNG AND THE RESTLESS (MTWTF)(SUS-OP)				AS THE WORLD TURNS (MTWTF)(SUS-OP)			SEARCH FOR TOMORROW (MTWTF)(OP)(SUS-OP)	
		AVERAGE AUDIENCE (Households (000) & %)	{	4,650 5.7		5,710 7.0				5,130 6.3	6.2*			5,300 6.5			5,050 6.2	
		SHARE OF AUDIENCE %		29		33				26	26 *			24			25 *	22
K	ABC TV	AVG. AUD. BY ¼ HR.	%	5.5	6.0	6.8	7.2			6.1	6.3	6.6	6.3	6.2	6.2	6.8	6.7	6.0
		TOTAL AUDIENCE (Households (000) & %)	{	3,990 4.9		3,500 4.3		2,200 2.7		3,260 4.0		5,380 6.6			5,130 6.3			
		WHEEL OF FORTUNE				PASSWORD PLUS (MTWTF)(SUS-OP)		CARD SHARKS (MTWTF)(SUS-OP)		DOCTORS (MTWTF)(SUS-OP)		DAYS OF OUR LIVES (MTWTF)(SUS-OP)			ANOTHER WORLD (MTWTF)(SUS-OP)			
		AVERAGE AUDIENCE (Households (000) & %)	{	3,500 4.3		3,020 3.7		1,790 2.2		2,690 3.3		4,080 5.0	4.9*		3,750 4.6			
2	CBS TV	SHARE OF AUDIENCE %		22		18		9		14		19	18 *		19 *		4.7*	4.4*
		AVG. AUD. BY ¼ HR.	%	4.3	4.3	3.6	3.8	2.1	2.3	3.0	3.5	4.8	5.0	5.0	5.1	4.8	4.7	4.6
		TOTAL AUDIENCE (Households (000) & %)	{	18.8	19.4	19.7	20.7	22.6	24.1	24.4	25.0	26.3	26.7	26.6	26.9	26.2	26.6	26.6
		(See Def. 1)		20.1	21.0	21.8	23.1	24.4	25.4	25.4	26.4	27.8	26.2	27.9	28.2	27.6	28.3	28.8

U.S. TV households 81,500,000

For explanation of symbols, see page A



TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W	TOTAL AUDIENCE (Households (000) & %)	{ 11,900 14.6				{ 4,970 6.1								{ 10,510 12.9			
	ABC TV			GENERAL HOSPITAL >(-OP)(SUS-OP)		EDGE OF NIGHT (MTUWF)(OP)								ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,210 11.3				{ 4,320 5.3								{ 9,130 11.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 38 10.6				{ 18 5.4		{ 5.2						{ 22 11.1		{ 11.4	
E	TOTAL AUDIENCE (Households (000) & %)	{ 7,820 9.6				{ 3,020 3.7								{ 10,600 13.0			
	CBS TV			GUIDING LIGHT (OP)		UP TO THE MINUTE								CBS EVENING NEWS- RATHER			
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,280 7.7		{ 7.4*		{ 2,280 2.8								{ 9,210 11.3			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 26 7.2		{ 26* 7.6		{ 9 2.9		{ 2.8						{ 22 11.3		{ 11.2	
K	TOTAL AUDIENCE (Households (000) & %)	{ 3,990 4.9												{ 10,600 13.0			
	NBC TV			TEXAS										NBC NIGHTLY NEWS			
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,930 3.6		{ 3.4*		{ 3.8*								{ 9,370 11.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 12 3.3		{ 12* 3.4		{ 13* 3.6		{ 3.9						{ 23 11.2		{ 11.8	
1	TOTAL AUDIENCE (Households (000) & %)	{ 11,900 14.6				{ 4,730 5.8								{ 11,570 14.2			
	ABC TV			GENERAL HOSPITAL (MWF)(S)(OP) (SUS-OP)		EDGE OF NIGHT (M&F)(S)(OP)								(S)(OP) ABC WORLD NEWS TONIGHT (MTUWF)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,700 11.9		{ 11.9*		{ 4,160 5.1								{ 9,700 11.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 39 11.8		{ 40* 12.1		{ 17 5.2		{ 4.9						{ 23 11.8		{ 12.1	
E	TOTAL AUDIENCE (Households (000) & %)	{ 7,820 9.6				{ 2,530 3.1								{ 13,370 16.4			
	CBS TV			GUIDING LIGHT (OP)		UP TO THE MINUTE (MTHF)(OP)								(SUS-OP) CBS EVENING NEWS- RATHER			
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,030 7.4		{ 7.3*		{ 2,040 2.5								{ 11,570 14.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 24 7.3		{ 24* 7.4		{ 8 2.6		{ 2.5						{ 26 14.1		{ 14.4	
K	TOTAL AUDIENCE (Households (000) & %)	{ 4,730 5.8												{ 11,570 14.2			
	NBC TV			TEXAS (MTUW)(S)(OP)(S) (SUS-OP)										(S)(OP) NBC NIGHTLY NEWS (M-TH)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,180 3.9		{ 3.7*		{ 4.1*								{ 10,110 12.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 13 3.9		{ 12* 3.7		{ 13* 4.0		{ 4.2						{ 23 12.2		{ 12.7	
TV HOUSEHOLDS USING TV WK. 1		28.0	29.3	30.6	31.6	30.1	31.6	32.5	34.3	35.8	37.6	39.5	42.7	46.1	48.3	49.1	50.6
(See Def. 1) WK. 2		29.9	30.5	31.5	32.4	31.6	33.2	35.1	36.8	38.2	40.2	42.5	45.3	48.9	51.3	52.7	54.6
U.S. TV Households: 81,500,000																	

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					2,770 3.4		4,080 5.0		4,080 5.0		6,110 7.5		5,460 6.7		6,110 7.5		
	ABC TV					SUPERFRIENDS (OP)		HEATHCLIFF & MARMADUKE		FONZ AND HAPPY DAYS GANG		SCOOBY DOO CLASSICS		RICHIE RICH/SCOOBY DOO-1		RICHIE RICH/SCOOBY DOO-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					1,960 2.4		3,260 4.0		3,420 4.2		5,300 6.5		4,730 5.8		5,380 6.6		
	SHARE OF AUDIENCE %					16		20		20		27		25		29		
WEEK 2	AVG. AUD. BY ¼ HR. %					2.0	2.9	3.7	4.3	3.6	4.8	6.1	6.8	5.5	6.2	7.0	6.3	
	TOTAL AUDIENCE (Households (000) & %)					4,480 5.5		3,990 4.9		5,790 7.1		7,420 9.1		7,740 9.5		7,170 8.8		
	CBS TV					KWICKY KOALA SHOW (OP)		TROLLKINS (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3		POPEYE/OLIVE COMEDY SHOW (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					3,100 3.8		3,670 4.5		4,400 5.4		6,280 7.7		6,680 8.2		5,950 7.3		
WEEK 3	SHARE OF AUDIENCE %					29		24		25		32		33		29		
	AVG. AUD. BY ¼ HR. %					3.0	4.6	4.5	4.6	5.1	5.7	7.5	8.0	8.5	7.9	7.6	7.0	
	TOTAL AUDIENCE (Households (000) & %)					2,930 3.6		6,110 7.5		7,580 9.3		5,790 7.1		5,790 7.1		4,810 5.9		
	NBC TV					FLINTSTONE'S COMEDY SHW 1 (SUS)		FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I (OP)		SMURFS II (OP)		KID SUPER POWER I (OP)		KID SUPER POWER II (OP)		
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)					1,960 2.4		4,890 6.0		6,440 7.9		4,650 5.7		4,730 5.8		3,990 4.9		
	SHARE OF AUDIENCE %					20		34		38		24		23		20		
	AVG. AUD. BY ¼ HR. %					1.9	2.8	5.3	6.7	8.1	7.7	5.9	5.4	5.9	5.7	4.9	5.0	
	TOTAL AUDIENCE (Households (000) & %)					3,990 4.9		4,160 5.1		5,300 6.5		7,420 9.1		6,110 7.5		7,090 8.7		
WEEK 5	ABC TV					(SUS-OP)		SUPERFRIENDS (OP)		HEATHCLIFF & MARMADUKE		FONZ AND HAPPY DAYS GANG		LAVERNE AND SHIRLEY		RICHIE RICH/SCOOBY DOO-1		
	AVERAGE AUDIENCE (Households (000) & %)							2,850 3.5		3,340 4.1		4,480 5.5		6,110 7.5		5,950 7.3		
	SHARE OF AUDIENCE %							19		17		25		32		32		
	AVG. AUD. BY ¼ HR. %							3.1	3.9	4.0	4.2	4.9	6.1	7.2	7.7	6.0	6.2	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)							3,260 4.0		3,990 4.9		4,560 5.6		6,680 8.2		6,680 8.2		
	CBS TV							KWICKY KOALA SHOW (OP)		TROLLKINS (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3		
	AVERAGE AUDIENCE (Households (000) & %)							2,450 3.0		3,100 3.8		3,830 4.7		5,050 6.2		5,460 6.7		
	SHARE OF AUDIENCE %							20		20		21		26		28		
WEEK 7	AVG. AUD. BY ¼ HR. %							2.8	3.3	3.7	3.9	4.4	5.0	5.9	6.6	6.8	6.7	
	TOTAL AUDIENCE (Households (000) & %)							2,690 3.3		5,540 6.8		7,010 8.6		5,710 7.0		6,440 7.9		
	NBC TV							FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I		SMURFS II (OP)		KID SUPER POWER I (OP)		KID SUPER POWER II (OP)		
	AVERAGE AUDIENCE (Households (000) & %)							1,960 2.4		4,400 5.4		5,870 7.2		4,730 5.8		5,300 6.5		
WEEK 8	SHARE OF AUDIENCE %							18		30		33		25		28		
	AVG. AUD. BY ¼ HR. %							2.2	2.6	5.1	5.8	7.2	7.3	5.7	5.9	6.8	6.1	
	TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	5.0	6.1	7.5	9.3	11.2	15.0	17.9	19.5	20.9	22.2	23.6	24.8	24.6	25.4	25.2	24.3
	WK 2	8.8	10.7	11.5	12.4	13.4	16.0	18.3	20.0	21.2	23.1	23.7	24.0	24.1	23.7	24.0	24.7	
U.S. TV Households: 81,500,000																		



TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,730 5.8	5,050 6.2		4,240 5.2	18,010 22.1											
	ABC TV		GOLDIE GOLD/ ACTION JACK (OP)	THUNDARR THE BARBARIAN (OP)		(1) (-OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{	3,830 4.7	4,080 5.0		3,670 4.5	7,580 9.3		7.5*		9.2*		9.6*			9.9*	10.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	19 4.7	20 4.6		18 4.7	31 5.4		28 *		33 *		33 *			32 *	31	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,930 8.5	5,460 6.7		6,600 8.1	5,950 7.3		5,050 6.2	3,420 4.2								
	CBS TV		BLACKSTAR (OP)	TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)	TOM AND JERRY COMEDY SHOW (OP)		NEW FAT ALBERT SHOW (OP)	30 MINUTES								
	AVERAGE AUDIENCE (Households (000) & %)	{	5,870 7.2	4,730 5.8		5,540 6.8	4,730 5.8		4,080 5.0	2,690 3.3								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	30 7.2	23 7.2		26 5.9	21 5.7		17 6.8	11 6.8								
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,970 6.1	5,540 6.8		4,080 5.0	3,020 3.7							4,320 5.3	9,860 12.1			
	NBC TV		SPACE STARS II (OP)	SPIDER-MAN & FRIENDS (OP)		DAFFY/SPEEDY SHOW (OP)	BULLWINKLE							(2) (-OP)	NBC MAJOR LEAGUE GAME DETROIT VS MILWAUKEE ATLANTA VS CINCINNATI (OP) MULTI-SEGMENT TELECAST			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,160 5.1	4,810 5.9		3,180 3.9	2,280 2.8							3,830 4.7	4,240 5.2		4.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	21 5.0	24 5.1		16 5.6	10 6.2							15 4.7	15 4.4		14 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,850 8.4	5,050 6.2			7,250 8.9	16,790 20.6										
	ABC TV		GOLDIE GOLD/ ACTION JACK (OP)	THUNDARR THE BARBARIAN (OP)		ABC NEWS SP RPT 12PM (SUS)	(3) (-OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{	5,790 7.1	3,830 4.7			6,190 7.6	7,090 8.7										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	30 7.1	18 7.0			27 4.8	28 4.6										
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,790 7.1	5,220 6.4		5,540 6.8	6,190 7.6		6,930 8.5									
	CBS TV		BLACKSTAR (OP)	TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)	TOM AND JERRY COMEDY SHOW (OP)		NEW FAT ALBERT SHOW (OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,810 5.9	4,240 5.2		4,240 5.2	5,050 6.2		5,870 7.2									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	24 5.9	20 5.8		19 5.1	22 5.3		23 6.8									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,970 6.1	5,710 7.0		5,980 6.6			16,380 20.1									
	NBC TV		SPACE STARS II (OP)	SPIDER-MAN & FRIENDS (OP)		DAFFY/SPEEDY SHOW (OP)	NBC NEWS SPECIAL REPORT-7 (SUS)											
	AVERAGE AUDIENCE (Households (000) & %)	{	3,910 4.8	4,650 5.7		4,160 5.1			6,360 7.8									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	20 5.0	23 4.6		19 5.5			24 5.4									
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	24.1	24.6	24.3	25.6	25.5	25.9	27.3	28.2	28.4	29.0	29.8	30.9	31.2	31.3	32.2	33.2
U.S. TV Households: 81,500,000		WK. 2	24.7	25.0	25.5	26.4	26.7	28.1	28.2	29.5	30.1	32.0	31.5	32.0	32.3	32.2	32.4	31.9

U.S. TV Households: 81,500,000

(1) NCAA FOOTBALL PRE GAME, ABC, MULTI-SEG. TELECAST  
A-29 (3) NCAA FOOTBALL PRE GAME, ABC, (12:30-12:47PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:19PM)

For explanation of symbols, See page A.



		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			8,640 10.6	19,800 24.3												
	ABC TV	{	(1)	(2)	(OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{			7,740 9.5	8,150 10.0			9.2*	8.5*		9.2*		11.6*		11.4*		10.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{			28 9.9	24 8.9			25* 9.5	22* 7.8		23* 9.5		28* 12.4		25* 11.8		22* 10.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{							13,370 16.4								9,620 11.8	
	CBS TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{							7,910 9.7	8.3*		10.8*		10.0*			8,230 10.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{							24 7.6	22* 9.0		27* 10.4		24* 11.5			21 9.6	10.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															7,740 9.5	
	NBC TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{			4.7*	5.1*		5.9*	6.1*								6,030 7.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{			14* 4.7	15* 5.0		16* 6.0	16* 6.4								15 7.1	7.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{			8.9*	6,110 7.5	11,490 14.1	11.0*	12.9*		13.6*		15.3*		15.9*		15.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{			27* 9.2	21 8.5	35 10.5	32* 11.4	35* 12.8		35* 13.0		38* 13.6		36* 15.7		33* 16.4	15.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{							9,370 11.5								9,940 12.2	
	CBS TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{							4,160 5.1	4.4*		5.4*		5.6*			8,150 10.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{							13 4.3	12* 4.6		14* 5.4		14* 5.6			20 9.7	10.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{							10,430 12.8								6,680 8.2	
	NBC TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{			9.0*	11.1*		5,220 6.4	6.5*		7.1*		5.6*				5,380 6.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{			27* 8.3	32* 9.7		17 6.6	19* 6.4		19* 6.7		14* 5.8				13 6.1	7.0
TV HOUSEHOLDS USING TV WK. 1			33.9	34.2	34.9	35.2	36.8	38.6	39.2	39.2	38.8	40.7	42.9	43.2	44.7	46.8	49.1	49.9
(See Def. 1) WK. 2			32.5	34.3	35.3	35.4	34.5	35.9	36.6	38.4	40.2	40.6	42.5	44.7	47.5	48.9	50.6	52.4

U.S. TV Households: 81,500,000

(1) NCAA FOOTBALL GAME, VAR TEAMS & TIMES, ABC, MULTI-SEGMENT TELECAST  
 (2) NCAA FOOTBALL POST GAME, ABC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. OCT. 10, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45						
W	TOTAL AUDIENCE (Households (000) & %)																	2,530 3.1					
	ABC TV																	KIDS ARE PEOPLE TOO I (10:30-11:02AM)					
	AVERAGE AUDIENCE (Households (000) & %)																	2,120					
	SHARE OF AUDIENCE %																	2.6					
	AVG. AUD. BY ¼ HR. %																	12 2.4 2.7					
E	TOTAL AUDIENCE (Households (000) & %)																	5,950 7.3					
	CBS TV																	MIGHTY MOUSE/ HECKLE-JECKL (SUS) (SUS-OP)	DRAK PACK (SUS) (SUS-OP)	SUNDAY MORNING		CALLED TO REMEMBER (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)																	3,420					
	SHARE OF AUDIENCE %																	4.2	3.5*		4.3*		4.9*
	AVG. AUD. BY ¼ HR. %																	22	21 *		23 *		23 *
1	TOTAL AUDIENCE (Households (000) & %)																	3.2	3.8	4.1	4.5	5.0	4.9
	NBC TV																						
	AVERAGE AUDIENCE (Households (000) & %)																						
	SHARE OF AUDIENCE %																						
	AVG. AUD. BY ¼ HR. %																						
W	TOTAL AUDIENCE (Households (000) & %)																	2,690 3.3					
	ABC TV																	KIDS ARE PEOPLE TOO I (10:30-11:08AM)					
	AVERAGE AUDIENCE (Households (000) & %)																	1,870					
	SHARE OF AUDIENCE %																	2.3	2.1*				
	AVG. AUD. BY ¼ HR. %																	11	10 *				
E	TOTAL AUDIENCE (Households (000) & %)																	1.8	2.5				
	CBS TV																	MIGHTY MOUSE/ HECKLE-JECKL (SUS) (SUS-OP)	DRAK PACK (SUS) (SUS-OP)	SUNDAY MORNING		FOR OUR TIMES (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)																	3,830					
	SHARE OF AUDIENCE %																	4.7	4.2*		5.1*		4.9*
	AVG. AUD. BY ¼ HR. %																	26	25 *		28 *		25 *
2	TOTAL AUDIENCE (Households (000) & %)																	3.7	4.7	5.1	5.1	5.2	4.6
	NBC TV																						
	AVERAGE AUDIENCE (Households (000) & %)																						
	SHARE OF AUDIENCE %																						
	AVG. AUD. BY ¼ HR. %																						
TV HOUSEHOLDS USING TV		WK. 1	4.2	5.3	6.6	7.9	8.9	10.8	12.6	14.4	16.3	18.0	19.2	20.2	21.3	22.7	22.5	22.6					
(See Def. 1)		WK. 2	4.5	5.2	6.0	7.3	8.7	10.4	12.4	14.2	16.3	17.8	18.4	19.0	19.8	20.9	20.8	21.4					
U.S. TV Households: 81,500,000																							

For explanation of symbols, See page A.

DAY SUN. OCT. 11, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,690 3.3	2,040 2.5		2,930 3.6		2,280 2.8						7,660 9.4			
	ABC TV		KIDS ARE PEOPLE TOO II (11:02-11:30AM) (OP)	ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		COLLEGE FOOTBALL '81		DIRECTIONS (SUS)				ABC SUNDAY AFTERNOON BSBL DETROIT VS MILWAUKEE (2:00-4:34PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,120 2.6	1,630 2.0		2,360 2.9		1,870 2.3						2,690 3.3	3.1*		3.1*
	SHARE OF AUDIENCE %		11	8		10		7						8	8*		8*
	AVG. AUD. BY ¼ HR. %		2.8	2.5	1.9	2.2	3.0	2.9	2.3	2.4				3.0	3.3	3.0	3.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,910 4.8				9,780 12.0		28,530 35.0							
	CBS TV			FACE THE NATION				CBS NFL FTBL PRE		CBS NFL FTBL GM I VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)	{		3,020 3.7				7,170 8.8		14,910 18.3	13.9*			17.9*	19.0*		18.5*
	SHARE OF AUDIENCE %			15				30		48	43*			50*	49*		47*
	AVG. AUD. BY ¼ HR. %			3.8	3.6			7.9	9.8	12.7	15.1	17.5	18.4	18.7	19.2	18.7	18.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				2,850 3.5		4,320 5.3		14,910 18.3							
	NBC TV					MEET THE PRESS		NFL '81-NBC PRE		NFL FOOTBALL GAME I-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)	{				2,360 2.9		3,340 4.1		6,280 7.7	6.4*			7.6*	7.9*		6.9*
	SHARE OF AUDIENCE %					12		14		20	20*			21*	21*		18*
	AVG. AUD. BY ¼ HR. %					2.7	3.2	3.8	4.4	6.1	6.7	7.4	7.7	8.0	7.7	7.0	6.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,770 3.4	1,790 2.2		3,340 4.1		2,930 3.6									
	ABC TV		KIDS ARE PEOPLE TOO II (11:08-11:30AM) (OP)	ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		COLLEGE FOOTBALL '81		DIRECTIONS (SUS)							
	AVERAGE AUDIENCE (Households (000) & %)	{	2,610 3.2	1,390 1.7		2,530 3.1		2,200 2.7									
	SHARE OF AUDIENCE %		14	7		11		9									
	AVG. AUD. BY ¼ HR. %		3.1	3.2	1.6	1.8	3.4	2.7	2.9	2.6							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,180 3.9				6,440 7.9		29,010 35.6							
	CBS TV			FACE THE NATION				CBS NFL FTBL PRE		CBS NFL FTBL GM I VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)	{		2,280 2.8				4,650 5.7		13,040 16.0	12.2*			15.4*	15.0*		14.7*
	SHARE OF AUDIENCE %			11				20		40	37*			42*	38*		37*
	AVG. AUD. BY ¼ HR. %			2.8	2.7			5.1	6.4	10.7	13.7	15.6	15.2	15.0	15.1	14.8	14.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				3,750 4.6		5,870 7.2		23,960 29.4							
	NBC TV					MEET THE PRESS		NFL '81-NBC PRE		NFL FOOTBALL GAME I-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)	{				2,770 3.4		4,480 5.5		11,170 13.7	11.6*			13.8*	13.7*		13.2*
	SHARE OF AUDIENCE %					14		19		35	35*			38*	35*		33*
	AVG. AUD. BY ¼ HR. %					3.0	3.9	4.9	6.1	10.6	12.5	13.3	14.3	13.8	13.6	13.0	13.4
TV HOUSEHOLDS USING TV		WK. 1	23.7	23.8	23.4	24.2	26.4	28.5	30.5	31.9	34.0	35.1	36.4	37.8	39.1	40.7	40.9
(See Def. 1)		WK. 2	22.8	23.3	24.4	25.2	27.2	28.5	30.5	32.4	34.3	36.4	37.4	38.3	39.0	39.8	40.9
U.S. TV Households: 81,500,000																	



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 4, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																6,850 8.4 ABC WRLD NEWS TONIGHT-SUN
	ABC TV	ABC SUNDAY AFTERNOON BSBL DETROIT VS MILWAUKEE (2:00-4:34PM)															
	AVERAGE AUDIENCE (Households (000) & %)		3.1*		3.2*		4.0*										5,950
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		8 *		8 *		9 *										7.3 15 7.2 7.4
E E K 1	TOTAL AUDIENCE (Households (000) & %)																8,560 10.5 CBS EVENING NEWS- DEAN
	CBS TV	CBS NFL FTBL GM 1 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~ (-OP)															
	AVERAGE AUDIENCE (Households (000) & %)					12,310 15.1				5,380 6.6							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					12.2 29				3.7 8	4.1* 10 *	3.3* 7 *					7,170 8.8 18 8.4 9.1
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV	NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~ (-OP)															
	AVERAGE AUDIENCE (Households (000) & %)				1,960 2.4	29,670 36.4											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				2.3 5	17.3 38	8.4* 20 *	14.0* 34 *		18.9* 44 *	19.5* 44 *			19.0* 40 *	17.9* 37 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																5,540 6.8 ABC WRLD NEWS TONIGHT-SUN
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)		7.9*		2.3	14,100											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		20 *		5	38	20 *	34 *		44 *	44 *			40 *	37 *		4,480 5.5 11 5.4 5.7
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV	CBS NFL FTBL GM 1 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~ (-OP)															
	AVERAGE AUDIENCE (Households (000) & %)					25,670 31.5											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					11,850 14.3				12.9* 28 *	14.4* 32 *	13.2* 28 *		13.6* 27 *	14.4* 28 *		
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV	NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~ (-OP)															
	AVERAGE AUDIENCE (Households (000) & %)					24,370 29.9											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					10,110 12.4				10.2* 22 *	10.8* 24 *	12.8* 27 *		13.5* 27 *	13.5* 27 *		
TV HOUSEHOLDS USING TV WK 1		40.5	41.1	42.3	42.9	43.2	41.3	40.8	41.6	42.1	42.7	44.5	46.6	48.9	50.4	50.8	51.8
(See Def. 1) WK 2		41.2	42.2	42.8	44.4	45.9	46.4	46.3	46.3	47.0	47.4	48.3	50.4	52.4	53.8	53.4	54.0

U.S. TV Households: 81,500,000

(1) NFL FOOTBALL POST-NBC, NBC, (3:48-4:00PM)

For explanation of symbols, See page A.

DAY SUN. OCT. 11, 1981

## OTHER PROGRAMS

[illegible]

# NOTES

EVENING THURSDAY														
ABC ABC SPECIAL REPORT-THU(SUS)	2	7.18- 7.24PM	7.15											
NBC NBC NEWS UPDATE-2-THU(SUS)	1	9.58- 9.59PM	9.45											
EVENING FRIDAY														
ABC AMER. LGE DIV SERIES GM 5(S)	2	8.00-11 01PM	-GRID 11.00							20,700	25.4	10,680	13.1	22 10.0
NBC NBC NEWS UPDATE-2-FRI(SUS)	2	9.53- 9.54PM	9.45											
NBC FILL:UNITED WAY APPEAL(SUS)	1	10.55-11.00PM	10.45											
EVENING SATURDAY														
ABC ABC SPORTS UPDATE-SAT	1	8.58- 9.00PM	8.45	12,550	15.4	12,310	15.1	26	15.1					
	2	8.58- 8.59PM	8.45											
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	13,510	16.7	13,610	16.7	30	16.7	21,270	26.1	21,270	26.1	44 26.1
ABC ABC NEWS SP RPT 5AM(SUS)	2	5.00- 6.00AM	5.00							18,580	22.8	18,580	22.8	38 22.8
CBS NEWSBREAK-SAT.		8.57- 8.59PM	8.45	12,800	15.7	12,230	15.0	26	15.0					
NBC NBC NEWS UPDATE-SAT.	2	8.12- 8.13PM	8.00							11,740	14.4	11,250	13.8	23 13.8
NBC NAT'L LEAGUE-PLAYOFF-SAT(S)	2	8.15-10.35PM	-GRID 10.30							7,250	8.9	7,250	8.9	16 8.9
										17,360	21.3	10,350	12.7	22 11.2
NBC NBC NEWS UPDATE-SAT.	1	8.58- 8.59PM	8.45	9,620	11.9	9,620	11.8	20	11.3					
NBC NBC NEWS UPDATE-2-SAT(SUS)	1	9.49- 9.50PM	9.45											
EVENING SUNDAY														
ABC AMER. LGE DIV SERIES GM 7(S)	2	7.00-10.08PM	-GRID 10.00							27,950	34.3	13,770	16.9	27 16.3



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING SUNDAY-CONT'D																	
ABC ABC SPORTS UPDATE-SUN	1	7.57- 7.59PM	7.45	10,270	12.6	9,540	11.7	20	11.7		13,610	16.7	13,610	16.7	26	16.7	
	2	8.31- 8.32PM	8.30														
ABC ABC NEWSBRIEF-SUN.	1	9.57- 9.58PM	9.45	12,140	14.9	12,140	14.9	23	14.9								
ABC ABC NEWS CLOSEUP(S)	2	10.08-11.08PM	-GRID 11.00								12,880	15.8	7,250	8.9	15	9.1	
ABC ABC NEWSBRIEF-SUN.	2	10.05-10.07PM	10.00								12,230	15.0	11,740	14.4	21	14.4	
CBS CBS NFL FTBL GM 2	2	4.00- 6.50PM	-GRID 7.15								25,670	31.5	11,650	14.3	30	16.7	
														17.2*	33*		
CBS 60 MINUTES	2	7.22 8 22PM	-GRID 8.15								27,060	33.2	19,720	24.2	40	24.4	
														25.6*	40*		
CBS ARCHIE BUNKER'S PLACE	2	8.22- 8.52PM	-GRID 8.45								17,850	21.9	16,220	19.9	30	20.2	
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	15,080	18.5	15,080	18.5	29	18.5								
CBS ONE DAY AT A TIME	2	8.52- 9.22PM	-GRID 9.15								21,520	26.4	18,170	22.3	33	23.7	
CBS ALICE	2	9.22- 9.52PM	-GRID 9.45								20,700	25.4	18,500	22.7	33	23.6	
CBS NEWSBREAK-SUN.	2	9.21- 9.22PM	9.15								16,540	20.3	16,540	20.3	30	20.3	
CBS JEFFERSONS	2	9.52-10.22PM	-GRID 10.15								23,150	28.4	20,130	24.7	37	26.7	
CBS TRAPPER JOHN, M.D.	2	10.22-11.22PM	-GRID 11.15								24,940	30.6	20,210	24.8	44	23.2	
														24.9*	47*		
NBC NAT'L LEAGUE PLAYOFF -SUN(S)	2	4.00- 6.53PM	-GRID 7.15								24,370	29.9	10,110	12.4	26	11.5	
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	10,270	12.6	10,270	12.6	20	12.6		14,020	17.2	14,020	17.2	26	17.2	
NBC NBC NEWS UPDATE-2-SUN(SUS)	2	9.52- 9.53PM	9.45														
NBC NBC NEWS UPDATE-2-SUN.	1	9.51- 9.52PM	9.45	12,140	14.9	12,140	14.9	23	14.9								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	2	>	8.15								13,770	16.9	13,770	16.9	27	10.9	
	1	>	8.45	15,240	18.7	14,830	18.2	30	18.0	M-F						M-F	
			9.45						15.4	THU.						21.5	
			10.00						23.4	TUE.						20.7	
ABC ABC NEWS:NIGHTLINE-T-F		11.30-12.00MD	11.30	6,360	7.8	5,050	6.2	18	7.0	TU-F	7,500	9.2	6,520	8.0	23	8.8	
			11.45						5.5	TU-F						7.5	
			12.00													7.1	
ABC ABC NEWS:NIGHTLINE-TUE(B)	2	12.00-12.43AM	12.00								7,660	9.4	6,030	7.4	31	8.7	
			12.15											8.0*	31*	7.3	
			12.30													5.9	
ABC ABC NEWS:NIGHTLINE-WED(B)	2	12.00-12.15AM	12.00								4,810	5.9	4,320	5.3	19	5.3	
ABC FANTASY ISLAND-12.00	1	12.00- 1.08AM	12.00	4,400	5.4	2,770	3.4	17	3.6	TUE.							
			12.15						3.6*	16*							
			12.30						3.4	TUE.							
			12.45						3.2	TUE.							
CONT'D																	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D			1.00							3.0	TUE.								
ABC FANTASY ISLAND-12.00-CONT'D			12.00	5,870	7.2	3,020	3.7	15		4.1	FRI.								
ABC FRIDAYS	1	12.00- 1.29AM	12.15				4.1*	14*		4.0	FRI.								
			12.30							3.9	FRI.								
			12.45				3.6*	15*		3.4	FRI.								
			1.00							3.3	FRI.								
			1.15				3.3*	17*		3.3	FRI.								
ABC FRIDAYS-PART 1	2	12.03- 1.15AM	12.00									8,150	10.0	4,650	5.7	21	6.8	FRI.	
			12.15												6.7*	21*	6.6	FRI.	
			12.30														5.9	FRI.	
			12.45												5.5*	21*	5.2	FRI.	
			1.00														4.3	FRI.	
ABC LOVE BOAT-12.00	1	12.00- 1.09AM	12.00	3,750	4.6	2,770	3.4	16	3.6	WED.									
			12.15				3.6*	15*	3.5	WED.									
			12.30						3.5	WED.									
			12.45				3.5*	18*	3.4	WED.									
			1.00						2.9	WED.									
ABC VEGA\$-12.00		12.00- 1.09AM	12.00	4,160	5.1	2,360	2.9	14	3.2	THU.	5,220	6.4	3,500	4.3	21	4.8	THU.		
			12.15				3.3*	14*	3.3	THU.					4.6*	19*	4.5	THU.	
			12.30						3.0	THU.							4.1	THU.	
			12.45					2.8*	15*	2.7	THU.				4.1*	23*	4.0	THU.	
ABC LOVE BOAT 12.00	2	12.15- 1.24AM	1.00						2.2	THU.							3.6	THU.	
			12.15								4,080	5.0	2,770	3.4	18	3.3	WED.		
			12.30													3.3	WED.		
			12.45												3.5*	19*	3.6	WED.	
			1.00												3.4*	23*	3.4	WED.	
			1.15														3.4	WED.	
ABC ABC NEWS:NIGHTLINE-MON		12.43- 1.13AM	12.30	3,500	4.3	2,770	3.4	18	4.5	MON.	4,240	5.2	3,670	4.5	23	5.3	MON.		
			12.45						3.6	MON.						4.6	MON.		
			1.00						2.9	MON.						4.2	MON.		
ABC FANTASY ISLAND-12.00	2	12.43- 1.51AM	12.30								2,850	3.5	1,790	2.2	17	3.6	TUE.		
			12.45												2.7	2.3	TUE.		
			1.00												2.1*	16*	2.0	TUE.	
			1.15														1.9	TUE.	
			1.30												1.9*	18*	1.8	TUE.	
			1.45														4.5	FRI.	
ABC FRIDAYS-PART 2	2	1.15- 1.24AM	1.15								4,080	5.0	3,670	4.5	22				
	2	1.24- 1.33AM (SUS)	8.45	11,250	13.8	11,250	13.8	22	13.8	M-F									
CBS NEWSBREAK-M-F											13,940	17.1	13,040	16.0	25	16.8	M-F		
CBS CBS NEWS SPEC. RPT. THU(S)	2	11.30-12.00MD	11.30								5,710	7.0	4,560	5.6	16	6.0	THU.		
			11.45													5.1	THU.		
CBS CBS NEWS SPEC. RPT.11.30P(S)	2	11.30-12.05AM	11.30								6,520	8.0	4,730	5.8	15	6.7	MON.		
			11.45												5.9*	15*	5.2	MON.	
			12.00														4.9	MON.	
CBS CBS NEWS SPEC.RPT.11.30P(S)	1	11.30-12.07AM	11.30	5,870	7.2	4,400	5.4	17	6.2	WED.									
			11.45				5.6*	17*	4.9	WED.									
CONT'D																			

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
CBS CBS NEWS SPEC.RPT.11.30P(S)-CONT'D																			
			12.00						4.6	WED.									
CBS LATE MOVIE I		>	11.30	7,010	8.6	4,480	5.5	20	6.8	M-F	7,420	9.1	4,730	5.8	21	7.9	M-F		
			11.45				6.7*	20*	6.6	MTUTHF				7.6*	21*	7.3	TUWF		
			12.00						5.5	M-F						5.6	M-F		
			12.15				5.3*	21*	5.1	M-F				5.4*	20*	5.2	M-F		
			12.30						4.9	M-F						5.1	M-F		
			12.45				3.9*	20*	3.3	M-F				4.8*	25*	4.9	M-F		
			1.00						2.8	WED.						4.6	M & TH		
			1.15													4.2	M & TH		
		VARIOUS TIMES	(SUS)																
CBS LATE MOVIE II		>	12.30	3,670	4.5	2,930	3.6	23	4.1	M-F	3,670	4.5	3,020	3.7	24	4.7	M-F		
			12.45				4.1*	24*	4.3	MTUTHF				4.4*	24*	4.3	TUWF		
			1.00						3.8	M-F						3.6	M-F		
			1.15				3.9*	25*	3.4	M-F				3.8*	21*	3.4	M-F		
			1.30						1.9	WED.						3.1	M & TH		
			1.45				1.9*	18*	1.8	WED.				3.1*	30*	3.0	M & TH		
		VARIOUS TIMES	(SUS)																
CBS CBS NEWS SPEC. RPT. 5AM(SUS)	2	5.00- 6.00AM	5.00																
NBC NBC NEWS UPDATE-M-F	2	>	8.00																
											11,570	14.2	11,570	14.2	23	9.8	FRI. MTWTHF		
NBC NBC NEWS UPDATE-2-M-F	1	>	8.45	10,110	12.4	10,110	12.4	20	12.4	M-F						15.6	MWF		
NBC NBC NEWS SPECIAL REPORT-4(SUS)	1	>	9.45	9,780	12.0	9,780	12.0	19	12.0	MWF									
NBC TONIGHT SHOW	2	11.30-12.00MD	11.30																
		11.30-12.30AM	11.30	9,130	11.2	5,380	6.6	22	8.1	M-F	9,210	11.3	5,380	6.6	20	7.6	TUE.		
			11.45				7.5*	22*	6.9	M-F						7.0	MTWTHF		
			12.00						6.2	M-F						7.3*	20*		
			12.15				5.7*	22*	5.2	M-F						6.5	MTWTHF		
NBC TOMORROW COAST TO COAST-1	2	>	12.00													5.8*	21*		
			12.15								2,530	3.1	2,040	2.5	12	2.9	M-TH		
			12.30													2.3	TUE.		
			12.45													2.8	MTWTH		
NBC SCTV NETWORK/90	1	12.30- 1.58AM	12.30	4,560	5.6	2,280	2.8	14	3.8	FRI.						2.1	MTWTH		
	2	12.30- 2.00AM	12.30								4,480	5.5	2,280	2.8	13	3.8	FRI.		
			12.45				3.5*	15*	3.3	FRI.						3.3	FRI.		
			1.00						2.9	FRI.						3.0	FRI.		
			1.15				2.8*	15*	2.7	FRI.						2.7*	13*		
			1.30						2.2	FRI.						2.4	FRI.		
			1.45				2.1*	14*	2.0	FRI.						2.3	FRI.		
NBC TOMORROW COAST TO COAST-1	1	12.30- 1.00AM	12.30	2,770	3.4	2,280	2.8	15	3.0	M-TH						2.1*	13*		
			12.45						2.5	M-TH						2.0	FRI.		
NBC TOMORROW COAST TO COAST-2	2	>	12.30								1,790	2.2	1,140	1.4	10	2.1	M-TH		
	1	>	12.45													1.8*	10*		
			1.00	2,040	2.5	1,470	1.8	14	2.1	M-TH						1.5	TUE.		
			1.15				2.0*	15*	1.8	M-TH						1.6	M-TH		
			1.30						1.6	M-TH						1.5*	11*		
			1.45						1.1	M-TH						1.3	M-TH		
	2	VARIOUS TIMES	(SUS)													1.0	MTWTH		



## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																FRI.			
NBC NBC NEWS SPECIAL REPORT-5(SUS)	2	5.00- 6.00AM	5.00																
DAY MONDAY-FRIDAY																TUE.			
ABC ABC SPECIAL REPORT 7.25AM(SUS)	2	7.25- 7.26AM	7.15													TUE.			
ABC GOOD MORN,AMER.TUE-730(B)	2	7.30- 8.00AM	7.30								2,450	3.0	1,870	2.3	21	2.2			
			7.45												2.4	TUE.			
ABC ABC SPECIAL REPORT 8.17AM(SUS)	2	8.17- 8.20AM	8.15													TUE.			
ABC GOOD MORN,AMER.TUE 830(B)	2	8.30- 9.00AM	8.30								4,890	6.0	3,910	4.8	27	4.7			
			8.45												5.0	TUE.			
ABC GOOD MORNING, AMERICA-930(S)	2	9.30-10.00AM	9.30								4,080	5.0	3,500	4.3	23	4.3			
			9.45												4.2	TUE.			
ABC ABC SPECIAL REPORT-TUE(SUS)	2	10.13- 3.00PM	10.00													TUE.			
ABC ABC SPECIAL REPORT-WED(SUS)	2	11.33-12.16PM	11.30													WED.			
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45													M-F			
ABC ABC DAYTIME NEWSBRIEF-M-F	1	1.57- 1.59PM	1.45	7,580	9.3	7,250	8.9	33	8.9	M-F						M-F			
	2	>	1.45								7,740	9.5	7,500	9.2	34	9.3			
ABC ABC SPECIAL REPORT(SUS)	1	2.00- 2.14PM	2.00							FRI.						MWTHF			
ABC ONE LIFE TO LIVE	1	>	-GRID	9,290	11.4	7,500	9.2	34		M-F									
			2.15																
			2.30							9.0* 33*	9.0	MTUWF							
			2.45							9.1	9.1	M-F							
			3.00							9.3* 34*	9.4	M-F							
			3.15							9.4	9.4	M-F							
ABC REAGAN PRESS CONF.-ABC(SUS)	1	2.00- 2.39PM	2.00							9.5	9.5	THU.							
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							9.5	9.5	THU.							
ABC AMER. LGE DIV SERIES GM 1(S)	2	3.00- 6.00PM	3.00													THU.			
			3.15													M-F			
			3.30																
			3.45																
			4.00																
			4.15																
			4.30																
			4.45																
			5.00																
			5.15																
			5.30																
			5.45																
ABC AMER. LGE DIV SERIES CM 4(S)	2	3.00- 6.00PM	3.00																
			3.15																
			3.30																
			3.45																
			4.00																
			4.15																
			4.30																
			4.45																
			5.00																
															</				

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)			%	HOUSEHOLDS (000)	SHARE %				
DAY MONDAY-FRIDAY-CONT'D																	
ABC AMER. LGE DIV SERIES GM 4(S)-CONT'D																	
			5.15										12.2* 33*			12.4	THU.
			5.30										12.8			12.8	THU.
			5.45										11.5* 28*			10.2	THU.
ABC GENERAL HOSPITAL	1	>	+GRID	11,900	14.6	9,210	11.3	38		M-F							
			3.15			10.8* 38*			11.0	MTUWF							
			3.30						11.5	M-F							
			3.45			11.5* 38*			11.5	M-F							
			4.00						12.6	THU.							
			4.15			12.6* 40*			12.7	THU.							
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F							M-F
ABC AMER. LGE DIV SERIES GM 2(S)	2	4.00- 7.03PM	4.00								19,400	23.8	7,170	8.8	21	6.3	WED.
			4.15											5.7* 17*	5.2	WED.	
			4.30												5.1	WED.	
			4.45											5.9* 17*	6.7	WED.	
			5.00												8.3	WED.	
			5.15											8.7* 23*	9.1	WED.	
			5.30												9.4	WED.	
			5.45											10.0* 24*	10.6	WED.	
			6.00												10.9	WED.	
			6.15											10.6* 22*	10.3	WED.	
			6.30													10.8	WED.
			6.45													12.2	WED.
			7.00													11.7	WED.
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS SUNRISE SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS MORNING-KURALT & SAWYER	2	>	7.00								4,080	5.0	1,710	2.1	12	1.3	M-F
			7.15											1.5* 10*	1.7	WED.	
			7.30												2.0	M-F	
			7.45											2.1* 12*	2.3	M-F	
			8.00												2.3	M-F	
			8.15											2.2* 12*	2.1	M-F	
			8.30												1.9	M-F	
			8.45											2.0* 10*	2.1	M-F	
CBS CBS NEWS SPEC. RPT. 9.25A(SUS)	2	9.25- 2.40PM	9.15														
CBS CBS NEWS SPEC. RPT.11.30A(SUS)	2	11.30-11.33AM	11.30														TUE.
CBS CBS NEWS SPEC. RPT.11.33A(SUS)	2	11.33-12.14PM	11.30														WED.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,650	5.7	4,560	5.6	28	5.6	M-F	4,970	6.1	4,890	6.0	28	6.0	WED.
CBS AS THE WORLD TURNS	1	>	+GRID	7,250	8.9	5,380	6.6	25	5.9	M-F							MTHF
			2.30														
			2.45			6.2* 23*			6.3	THU.							
CBS CBS NEWS SPEC. RPT. 2PM(SUS)	1	2.00- 2.14PM	2.00							THU.							
CBS REAGAN PRESS CONF.-CBS(SUS)	1	2.00- 2.38PM	2.00							FRI.							
CBS SEARCH FOR TOMORROW(B)	2	2.40- 2.49PM	2.30							THU.							
			2.45								4,480	5.5	3,910	4.8	15	4.8	TUE.
CBS CBS NEWS SPEC. RPT. 2.49P(SUS)	2	2.49- 3.00PM	2.45													4.8	TUE.

## OTHER PROGRAMS

[illegible]



DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2				
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TOTAL AUDIENCE		AVERAGE AUDIENCE		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %
DAY MONDAY-FRIDAY-CONT'D													
NBC NAT'L LEAGUE-PLAYOFF-FRI(S)	2	4.00- 7.00PM	4.00						18,260	22.4	8,150	10.0	26
			4.15									6.9*	22*
			4.30										8.5
			4.45									8.6*	25*
			5.00										9.4
			5.15									9.9*	29*
			5.30										10.3
			5.45									11.1*	29*
			6.00										12.0
			6.15									12.1*	27*
			6.30										12.2
			6.45									11.6*	24*
NBC BASEBALL FILL(SUS)	2	4.51- 5.00PM	4.45										10.8
DAY SATURDAY													WED.
ABC ABC NEWS SP RPT 6AM(SUS)	2	6.00- 8.00AM	6.00										
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	2,610	3.2	2,360	2.9	17	3,500	4.3	3,100	3.8	20
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	5,460	6.7	4,650	5.7	25	5,710	7.0	5,050	6.2	27
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	3,670	4.5	3,420	4.2	17	5,710	7.0	5,300	6.5	27
ABC SCHOOLHOUSE ROCK-11.56AM		11.55-11.59AM	11.45	4,810	5.9	4,240	5.2	20	4,080	5.0	3,500	4.3	16
ABC NCAA FOOTBALL PRE GAME	1	12.00-12.23PM	-GRID 12.15	4,240	5.2	3,670	4.5	18					
ABC NCAA FOOTBALL GAME	1	12.24- 3.23PM	-GRID 3.15 3.30	18,010	22.1	7,580	9.3	31					
							11.2*	33*					<<
ABC NCAA FOOTBALL PRE GAME	2	12.30-12.47PM	-GRID 12.45						7,250	8.9	6,190	7.6	27
ABC NCAA FOOTBALL POST GAME	1	3.22- 3.43PM	-GRID 3.30	8,640	10.6	7,740	9.5	28					8.5
ABC NCAA FOOTBALL GAME FILL(SUS)	2	3.40- 3.45PM	3.30										9.4
ABC NCAA FOOTBALL POST 2	1	6.48- 7.00PM	6.45	7,170	8.8	7,090	8.7	19					8.7
CBS CBS NEWS SPEC. RPT. 6AM(SUS)	2	6.00- 7.42AM	6.00										
CBS SUNRISE SEMESTER SAT(SUS)		6.30- 7.00AM	6.30										
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,990	4.9	3,750	4.6	31	2,770	3.4	2,530	3.1	19
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,910	4.8	3,420	4.2	21	3,340	4.1	3,100	3.8	19
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	5,300	6.5	4,810	5.9	27	4,560	5.6	4,240	5.2	23
CBS IN THE NEWS-9.56AM		9.56- 9.59AM	9.45	6,520	8.0	6,440	7.9	32	5,710	7.0	5,460	6.7	28
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,110	7.5	5,460	6.7	28	6,280	7.7	5,710	7.0	28
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,190	7.6	5,460	6.7	27	4,970	6.1	4,400	5.4	22
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,890	6.0	4,560	5.6	22	4,970	6.1	4,650	5.7	22
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	5,790	7.1	5,300	6.5	25	4,890	6.0	4,400	5.4	19
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,810	5.9	4,400	5.4	19	5,380	6.6	4,970	6.1	21
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,080	5.0	3,590	4.4	15	6,190	7.6	5,950	7.3	23

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																	
NBC NBC NEWS SPECIAL REPORT-6(SUS)	2	6.00- 7.43AM	6.00														
NBC FLINTSTONE'S COMEDY SHW 1(SUS)	2	7.43- 8.00AM	7.30														
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	3,020	3.7	2,770	3.4	25	3.4		2,610	3.2	2,530	3.1	22	3.1	
NBC ASK NBC NEWS-09:28AM		9.28- 9.30AM	9.15	5,790	7.1	5,460	6.7	31	6.7		5,220	6.4	5,130	6.3	28	6.3	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,730	5.8	4,560	5.6	22	5.6		3,990	4.9	3,910	4.8	21	4.8	
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	4,650	5.7	4,560	5.6	23	5.6		3,910	4.8	3,750	4.6	19	4.6	
NBC ASK NBC NEWS 12:28PM		12.28-12.30PM	12.15	3,100	3.8	3,020	3.7	15	3.7		3,670	4.5	3,590	4.4	16	4.4	
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.19PM	-GRID 2.15	4,320	5.3	3,830	4.7	15	4.7								
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.02AM	-GRID	2,530	3.1	2,120	2.6	12			2,690	3.3	1,870	2.3	11		
	2	10.30-11.06AM	-GRID 11.00						2.9							2.8	
ABC DEAR ALEX & ANNIE-11.25AM		11.25-11.29AM	11.15	2,200	2.7	1,790	2.2	9	2.2		2,610	3.2	2,530	3.1	13	3.1	
ABC SCHOOLHOUSE ROCK-11.55AM	2	11.55-11.59AM	11.45								2,120	2.6	1,870	2.3	9	2.3	
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45														
CBS CBS NFL FTBL GM 1	1	1.00- 4.11PM	-GRID	28,530	35.0	14,910	18.3	48			29,010	35.6	13,040	16.0	40		
	2	1.00- 4.19PM	-GRID 3.45 4.00 4.15				20.1*	48*	20.5 18.0 3.4					16.5*	36*	15.9 15.2	
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.06PM	-GRID	14,910	18.3	6,280	7.7	20			23,960	29.4	11,170	13.7	35		
	2	1.00- 4.15PM	-GRID 3.45 4.00 4.15				9.2*	22*	9.1 6.7 3.5					12.5*	27*	12.5 9.6	

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U.S. TV HOUSEHOLDS: 81,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

\*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOURS)